

THE **COSTCO** **CONNECTION**

June 2013 • Volume 28 • Number 6

A lifestyle magazine for Costco members

Temple Grandin

New solutions

FROM A

unique mind

20



Inside:
**127 digital
enhancements!**
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THE COSTCO CONNECTION

Welcome to **The Costco Connection** *Online Edition and Newsstand Edition*

Digital editions of *The Costco Connection* and other Costco publications are available in the *Online Edition* and in the *Newsstand Edition* available for mobile devices.

The *Online Edition* opens to the current issue, with back issues found under the Back Issue tab and "The Costco Way" cookbooks under the Resources tab.

The *Newsstand Edition* opens to the current issue in a library populated with a mix of back issues and "The Costco Way" cookbooks.

Reader Survey: Complete a brief survey and enter a drawing for a Costco Cash card. Our reader survey is open to all *Connection* readers looking to weigh in on our content or on Costco in general; or email your comments anytime directly to connection@costco.com.

Advertising information: [Media Kit \(lite\)](#) [BPA/ABC](#)

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- **Costco Beer, Wine and Spirits Locator**
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- **Costco Business Centers Locator**
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Have you downloaded the free **Costco Connection Newsstand Edition**? It's a tablet-friendly way to take *The Connection* with you when on the go, and delivers the current issue as well as access to dozens of back issues and cookbooks. It's available for tablets and smartphones at the Apple and Google Play app stores.



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ROSALIE WINARD

COVER STORY

Autism comes second

Doctor, professor, author, speaker, Temple Grandin has not allowed a disorder to keep her from amazing achievements.

BY RICHARD DEITSCH

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Look for the **mobile icon** (right, or similar image), which indicates additional content, including videos, surveys, giveaways and more.



Ads with digital enhancements display a **universal play** button (right).



Instructions

1. **Download** the newest version of the free Costco app from the iTunes or Google Play app stores.
2. **Launch** the app, swipe the menu screen to the left and select the Code Scanner.
3. **Hold** your device 4 to 6 inches above the watermarked image or icon and let your camera focus.
4. **Wait** for the sound—the digital content will appear.

2. Browse the *Online Edition*

If you have a computer with an Internet connection, you can view *The Connection's Online Edition* on Costco.com by clicking "The Costco Connection."

Those reading the print edition can scan watermarked pages with the Costco app. Readers using the digital editions of the magazine can click on the icons and play buttons.

3. Take *The Connection* on the go

For tablets and smartphones, download the mobile app, *The Costco Connection*, from the iTunes or Google Play app stores.

DIGITAL CONTENT

Readers will find dozens of digital enhancements throughout this magazine, including:

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BY SHARON MCDONNELL

Mayan haze 85





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from the publisher's desk

Ginnie Roeglin

WE ARE PROUD to feature Temple Grandin, doctor of animal science and professor at Colorado State University, on our cover this month. Dr. Grandin is also a best-selling author, the subject of an HBO film, a popular speaker and a consultant to the livestock industry. Her accomplishments are extraordinary on their own, but even more so when you consider that she is autistic. Dr. Grandin was the first person Costco contacted more than a decade ago as we set out to create an animal-welfare policy that still applies to the operations of all of Costco's meat and poultry suppliers. You can read more about Dr. Grandin's inspirational story beginning on page 20. Her books and the HBO film are available at most Costco locations.

Dr. Grandin is not alone in the Costco community in regard to her love of animals. Many Costco members consider their pets to be family and want only the best and safest food and products for them. Pet lovers will be pleased to learn about the nutritious ingredients in our Kirkland Signature™ pet food and treats in our Buying Smart feature, beginning on page 86. Tips on pet insurance are on page 57. And don't forget to submit your favorite photo in our Picture-Perfect Pets Photo Contest.

We celebrate grads and dads this month at Costco. Costco bakeries are ready to bake a custom cake for your graduation celebration, with your choice of cake and filling, and decorated with a special message and the appropriate school colors. Several fun gifts for dads are also featured in this issue, such as the Rolling Stones 50th Anniversary Crystal Head Vodka Package, which includes a special-edition bottle of vodka and a double CD of live hits by the Rolling Stones. Multitalented entertainer and entrepreneur Dan Aykroyd tells the story of this premium spirit on page 67. Your dad can party with the 30th-anniversary commemorative edition of Huey Lewis and the News' *Sports* album; an interview with Lewis is featured on page 79. You'll also find a great selection of mystery, thriller and historical novels for Dad in this issue and in the warehouses now.

Congrats to grads and happy Father's Day to dads from all of us at Costco! 🇺🇸



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

from the editor's desk

David W. Fuller

THE COSTCO CONNECTION has always avoided theme issues: issues in which a large number of the articles pertain to a single subject. We see *The Connection* as a general-interest magazine and prefer to offer articles on a broad range of subjects. Our vast readership (8.6 million people receive the magazine each month) means that, as a group, our readers have just about every imaginable interest, so we like to touch on as many of those as we can in an issue or through the year. (Each issue does have one or two Special Sections. This month, For Your Health offers an array of articles about health and nutrition. But in a theme issue, pretty much every article in the magazine would be health-related.)

Sometimes, however, as I look over the proofs of the coming month's issue, I realize that although an issue may not have a theme, it clearly can be said to have a sub-motif, a thread that runs through a number of articles in various parts of the magazine. These sub-motifs emerge without intention. For example, this month, our article on novelist Steve Berry, our cover story about animal-safety maven Temple Grandin, the piece about actress Jessica Alba's new line of eco-friendly household products and our Member Connection story about member Kevin Renner might on the surface seem to have little in common.

Yet there is a thread running through all those pieces: a passion for making the world just a bit better; by connecting with our heritage (Berry), by eliminating animal cruelty (Grandin), by making households safer (Alba), by understanding how to deepen our family relationships (Renner).

I believe that when a reader identifies such threads there is a moment of true connection with the editors of a publication, a moment in which the subconscious motivation for the editors' selection of an article intersects with the sensitivities of the reader. Did I say "connection"? Maybe every issue is a theme issue after all. 🇺🇸

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Debate goes on

In response to the May Debate, "Is golf a sport?"

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*Robert H. Smith
Williamsburg, Virginia*

NO. If you could have them carry their own golf clubs, run from one hole to the next, have timed tee-offs from first to 18th hole—then golf could be considered a sport.

*Michael F. Merigiano
New Rochelle, New York*

Member comments

High watermarks

I loved this! I had not heard of [digital watermarking]. I think I've looked at all of them in the issue.

I am a relatively new smartphone user. Thanks for greatly enhancing my enjoyment and connecting me to enhanced, enjoyable and well-presented information!

*Rebecca Wise,
Atlanta, Georgia*

Editor's note: As the May issue was going to press, a new option for reading watermarks was launched. Readers can now use the updated version of the Costco app to read all the watermarks in The Connection. The code scanner in the app now reads watermarks as well as QR codes. Make sure you have the newest version of the Costco app from the iTunes or Google Play app store. See page 5 for more information.



Connection comments from the Internet

"Very cool what *The Costco Connection* is doing with watermarking (QR codes are so January!)."

Tweeted by Lori Lavender Luz @LavLuz

"Worth a look: social media sharing & copyrights + 8 misconceptions about copyrights" ["Copyright quandary," April 2013].

Tweeted by Deb Aoki @debaoki

Be a bud to your orchid

The article on orchids ["Here's looking at you, orchid," May 2013] has an error. The article says to look for one or two blooms at the tip of the stem with buds farther down the stem.

*Dave Lawson
Graham, Washington*

Author Debra Prinzing responds: What I should have written is, "When selecting a Phalaenopsis, look for one or two open flowers along the stem, with several tighter buds arranged toward the stem's tip."

Don't overwork teens

There are some excellent suggestions in ["Teens at work," May 2013]. As a retired public high school principal, let me make a recommendation that is of great importance. Research reveals that teens who work more than 20 hours per week earn lower grades and attend school less often. This outcome usually results in lower test scores and often affects their ability to get into a good college.

All too often I learned that many students who worked jobs were required or asked to work late into the night until "closing," and others sometimes worked 30 hours per week. Businesses should also be mindful of responsible use of teen workers who attend school.

*John A. Vidal
Littleton, Colorado*

Copyright wrongs

With so many people taking photos these days, we all need to know our rights when it comes to protecting our creative works

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Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to dialogue@costco.com; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

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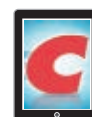


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Editorial



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- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Products are scheduled to be available during *The Connection*'s month of publication and are noted as in warehouse "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- Shop early in the month for the best selection of seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.
- Prices are usually not listed because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.

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DIALOGUE

CONTINUED FROM PAGE 9

["Copyright quandary," April 2013]. We also need to know that it's not OK to help ourselves to other people's photos just because those images are on the Web. Thanks for clearing up what can be a confusing issue.

Ann Collins
San Diego, California

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RICH SLOAN: ENTREPRENEURIAL TACTICS



Costco member Rich Sloan is co-founder of StartupNation.com (<http://startupnation.com>), a leading business advice and networking site for entrepreneurs.

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Also, learn as much as possible about Mr. or Ms. Rainmaker in advance. Search results might include great fodder for conversation, like a charity event the person attended or even friends you have in common. And that's what it's all about: finding commonalities to help convert a stiff, arm's-length meeting into a real bonding session.

During the meeting. Do what you can to establish rapport right away. Be light. Be inquisitive. Share a quick story. The human factor helps peel away any artifice that comes with a first get-together. If you sense the rainmaker's attention has wandered, that's your cue to transition to

substance. Hit your topics of interest hard, but be sure to leave room for the conversation to unfold in other interesting directions. So often, I've left a meeting with thrilling possibilities that weren't on my radar going in.

As the meeting winds down, return to some personal discussion, if there's time. You're building a relationship, not just holding a one-time meeting. At the very end, be sure to get coordinated on next steps. This shows you're focused, organized and on your game.

After the meeting. Follow up with a personal gesture. You could send a handwritten note (uncommon these days), or cut out and mail an article of interest. Don't go overboard. Just do something that stands out and reinforces your likeability.

Most important, the real reason you met with the rainmaker in the first place was to advance your business. To that end, it's imperative to quickly turn all the positive energy from the meeting into action. Whatever next steps you establish, be prompt in checking yours off and closing the loop. Demonstrate that you're a maniac about your business and that you deliver on what you promise. If you do, any rainmaker will be impressed and excited about collaborating with you, and you'll be poised to enjoy a long-term relationship that could carry your business to new heights. 



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On Costco.com, enter
"Connection." At Online Edition,
search "Rich Sloan."



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web tool


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COMMUNICATION IS vital in business. For small-business owners, it can also be time-consuming and costly. An online service to help get the word out may be just the solution needed.

According to Costco member John Nahm, CEO of Phonevite, "Phonevite helps thousands of small-business owners save time and money by automating repetitive phone calls such as event invitations and reminders, order updates and emergency alerts. While email is frequently disregarded, phone calls are the best way to make sure the customer gets the message. Phonevite assists in this vital communication front, in a privacy-respectful, safe manner."

Phonevite is a possible solution for small businesses, organizations and individuals when they have important information to deliver to a large number of separate phone numbers. Users can record their own messages via the Web or phone and can even post messages to social media sites.

Be mindful of the terms of service: Phonevite does not allow illegal robocalls, such as unwanted solicitations. The calls must go to customers or employees who have opted in, and call recipients can refuse the calls.

A free service offers plentiful features; the premium plan promises more. Get the full story at www.phonevite.com. 

Hiring the best

AT A TIME when, sadly, so many people are still out of work, it may seem like a buyer's market for employers looking to hire. But having so many highly qualified candidates to choose from may present its own problem—to wit, how do you know which one is the best choice?


Chicago career coach, management training consultant and Costco member Roger Wright's new book, *Finding Work When There Are No Jobs* (Think Different Press, 2013), offers advice for job seekers. Here, he offers his tips for employers.

1. Listen for the story. It used to be that a quick scan of the application was enough. No more. The right applicant will be able to go beyond names and dates. The right applicant should be able to tell the story of how he or she will be able to do what needs to be done for your business.

Seasoned recruiters all use the word "fit." Fit means all those hard-to-define qualities that fall into place when just the right person meets just the right job. Fit is different for every business, but it is always important. Ever run across a person who looked good on paper but felt wrong for the job? That happens when there is no fit.

2. Then comes community. Savvy businesspeople need to think about community to find the right person. Wright calls it "communitizing" because it's more than just networking. It's working from inside any community to match the person with the job. If both you and your applicant share a common community, you've set the stage for success.

3. Finally, there is purpose. Can applicants say why your business is in business? Or is their story just about the open job? The right applicant will get what's important to you.

For more information, go to <http://findingwork.org>. 



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Bettering your business is good for customers



David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is the CEO of Fight Back! and co-founder of FightBack.com. Email David and Amanda at info@fightback.com.

BEYOND CUSTOMER SERVICE is customer experience, which reflects a business's entire relationship with consumers. If you are a business owner, listen up! Your business is dependent on the quality of your relationships with customers. Here are some general tips from Fight Back! Consulting that could help you improve your customers' experiences.

Show that service starts at the top. As a business owner, you set the precedent for your business. Everything that happens in the course of business reflects your temperament and decisions. If you want to run a consumer-oriented business, you need to walk the talk. Provide easy-to-find contact information on your website and accessibility for in-person communications about your products and services. Hire service-oriented individuals and train your workforce adequately. Utilize technology to make your business more accessible across social media channels.

Have integrity. Don't mislead customers with false advertising claims. Don't use sales tactics or sales pressure. If you exceed customers' expectations, if you are honest and just and provide high-quality offerings, you will not need to convince or sell anyone on your business. The most effective marketing campaign is to be an example of excellence in your industry and to maintain a high level of integrity.

Take inventory. A company that doesn't take a regular merchandise inventory will likely fold. The same rule of taking inventory applies to your consumer-related business practices: You need to consistently evaluate and reevaluate them. In addition to surveying customers for feedback about how your business is doing, you should also conduct

regular meetings with staff and employees to evaluate both challenges and opportunities from their perspective. Stay on top of your practices as they change and evolve, and stay focused on accountability and performance.

Treat customers well. There's nothing worse than doing business with a company that isn't generous and appreciative. It's important that you do something to thank customers for supporting your business. After all, their hard-earned money is being spent on your products and services. Discounts and rewards are two ways you can treat them well. Letting customers know they are valued is imperative.

Encourage autonomy. Train your employees to make customer service decisions independently. This will help resolve issues in a more time-efficient manner, and customers will be less likely to feel frustrated.

Follow the rule of threes. If you hear something about your business three times, whether it's positive or negative feedback, whether it's from a customer or an employee, pay attention. It is likely true and will give you valuable information.

Create a strong community. The ideal business environment is a culture of community. Treat everyone who works with you like family and make their benefits and compensation a top priority. Otherwise, customer satisfaction will suffer. If you are trying to save money by cutting back your workforce, your customer service issues will only increase. You will end up losing money and customers because you are understaffed.

A healthy community has established guidelines for conduct that promote accountability in the workplace. An employee should never be afraid to tell you the truth, give you feedback or make suggestions for improvement.

Customer service standards can be subjective. Make sure your team is clear about your standards and follows them consistently. Give your employees generous discounts that allow them to afford and enjoy your products and services. After all, they are your team and your representatives and should be able to speak about your products from personal experience, not from a script. [E]

Please note that we at Fight Back! are not licensed professionals in any field. If you are seeking advice, you should consult with your own licensed professional. We do not assume any liability or responsibility for the interpretation, application or accuracy of any information provided.

Tip from Fight Back!

And speaking of customer service ...

CYBERCRIMINALS OFTEN use the names of well-known companies to scam you. They create fake URLs similar to those of real companies to direct you to websites that seem like the real thing. If a "company representative" requests a large sum of money to correct a simple customer service issue or asks for your credit card number to verify you're a customer, beware! Ari DeKofsky, spokesperson at the FBI's Los Angeles field office, says, "Avoiding Internet scams takes vigilance. It is important to check that the websites you visit are legitimate. If you believe you have been the victim of Internet fraud, please report the incident to the Internet Crime Complaint Center at www.ic3.gov."



#Fight Back gets social

WHAT DO YOU do to be a proactive consumer and effect positive change in the world? What do you believe in? What do you Fight Back for?

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Tablet or smartphone?
Scan or click here to watch a classic Fight Back! clip. (See page 5 for scanning instructions.)

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Have a question for Fight Back?

Just log on to www.fightback.com or email info@fightback.com. Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.

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Costco Services: Costco Auto Program

Gadgets to help shape a new you

IT'S HALFWAY THROUGH the year, which is a great time to review our January resolutions and see what kind of progress (or lack thereof) we have made.

Vowing to lose weight, unfortunately, is the resolution we most often break. Perhaps a little help from technology can help us lose that spare tire once and for all.

As the expression goes, there's an app for that—as well as games and gadgets that can help you shed some pounds and strengthen your heart and other muscles, too.

Here are a few ideas to get you started.

Apps to lose pounds

The free **Lose It!** app for Android and iPhone is a handy tool to help you achieve your weight-loss goals. Set a goal, such as “Lose 5 pounds in one month,” and the program will calculate what should be your daily caloric intake. Tap in what you've eaten (by food, such as “one medium apple,” or even by brand, such as “one bowl of Kraft Dinner”) and the program will calculate the calories and provide a breakdown listing fat, sodium, sugar and other nutritional information.

Exercise is also factored in, which allows you to consume more calories as a reward. You can track your goals and progress on the app itself, and the information can be synchronized to the Loselt.com website for access from anywhere. About 96 percent of users who use **Lose It!** for four weeks lose weight, claims the company.

If you're looking for something a little more visceral, **Zombies, Run!** (\$7.99) is a clever role-playing app that scares you into getting fit. While walking or running with your smartphone, you'll hear a terrifying tale in your headphones about a zombie-infested future. Available for Android, iPhone and Windows Phone devices, the app casts you as a runner who must keep away from the flesh-eating undead and collect ammo and medicine for other human survivors. Sure, there are many other good running apps (check out MapMyFitness.com), but this creepy one features more than 30 missions, the ability to run with your own music and optional synchronization with a password-protected website to track your progress on a map.

The Costco Connection

Costco features smartphones (warehouses only) and tablets (warehouses and Costco.com) for fitness apps. You'll also find a wide variety of exercise equipment and clothing at Costco and Costco.com.

Games for fitness

The latest fitness-based video games take advantage of motion-sensing technology, building upon what Nintendo popularized with its **Wii Fit** (and new **Wii Fit U**). For example, if you have an Xbox 360 with Kinect—which lets you play games using your body instead of holding a controller—you might consider Ubisoft's **Your Shape Fitness Evolved**.

After you scan and project your body onscreen, so that you see your silhouette performing movements in real time, a virtual coach will give you words of encouragement and advice while you choose among personal training (in a number of areas), specific classes (yoga, martial arts and cardio boxing) and a collection of gym games for the entire family (**Brick Breaker** is great).

Also included are workouts from *Men's Health* magazine (e.g., “The Ultimate *Men's Health* Fat-Loss Workout”) and *Women's Health* magazine (“The Perfect Legs and Butt Workout” or “The Skinny Jeans Workout”).

Dancing games for all consoles, such as *Just Dance 4* and *Dance Central*, are also a fun and effective way to lose weight.

Other gear and gadgets

Finally, there's no shortage of gadgets and gear that can also help you work out. Varying in price, these tech toys include wearable pedometers that not only count your steps but also let you earn rewards and trophies for exercising often; smart running shoes with computer chips that wirelessly send information to a nearby smartphone, wristband, armband, wristwatch or heart-rate monitor; Wi-Fi-enabled bathroom scales to chart your weight loss in graph form on your computer; noise-canceling headphones that make music, podcasts or audiobooks more enjoyable while you're jogging; and smart stationary bikes and treadmills with integrated screens and sensors to better monitor, track and display your performance. [E]

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On Costco.com, enter “Connection”;
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“Tech Connection.”

Ask Marc Saltzman

Questions about electronics or computers you purchased at Costco? Email them to: connection@costco.com.

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Please include “Marc Saltzman Q&A” in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 15 books. He's on Twitter at [@marc_saltzman](https://twitter.com/marc_saltzman)

JOHN GOLDSTEIN

Are U.S. manufacturing jobs still important to the economy?

AMERICAN MANUFACTURING MAY be making a comeback, and that's good news to those who believe a strong manufacturing base is essential to the economy. Traditional manufacturing jobs paid well, stimulating local economies and the creation of other jobs. But critics argue that profits are flowing into far fewer pockets than in the past. They say manufacturing jobs will continue to migrate to lower-wage regions and workers are increasingly being replaced by technology.

What do you think?



Find out more about this topic on the Web:

- www.esa.doc.gov (search: "benefits of manufacturing jobs")
- www.cbsnews.com/video (search: "U.S. manufacturing jobs on the rise")
- www.npr.org (search: "manufacturing jobs aren't coming back")
- <http://business.time.com> (search: "How made in the USA is making a comeback")



ARTVILLE

YES

from members:

Sandra Tanzer
Chicago, IL



Manufacturing jobs were, and are, vital to the creation and maintenance of a secure middle class.

Harold Stafford
Baltimore, MD



Manufacturing is what built this country.

Karl Williams
Pacifica, CA



The more we manufacture, the less we have to import.

NO

from members:

Paul Waldman
Phoenix, AZ



I think we need a paradigm shift insofar as production [is concerned].

Kimberly Worthy
Danvers, MA



Workers seem to be less of an investment to companies than in the past.

Phil Werkowitch
Olathe, KS



Our economy should be based on a full spectrum of jobs. That would ensure jobs [are] available for everyone.

from an expert in the field:



Jon Rynn is a visiting scholar at the CUNY Institute for Urban Systems and the author of *Manufacturing Green Prosperity* (Praeger Press, 2011).

WE USE manufactured goods for almost everything we do. Factories, in turn, need the workers who use their skill to operate the machinery that creates the goods. If we want economic growth, we need more manufacturing jobs.


Why can't we just import manufactured goods from abroad and keep the service jobs in the U.S.?

First, 80 percent of global trade is in goods, not in services, according to the World Trade Organization. An economy with a weak manufacturing base—and, consequently, a large trade deficit—ends up with a very weak currency, which then leads to reduced capability to import goods, a declining economy and a large-scale loss of jobs. The only reason the U.S. trade deficit has not severely devalued our currency is because the American dollar is used for transactions around the world. But even Federal Reserve Chairman Ben Bernanke has called this situation “unsustainable.” In other words, we need to grow our manufacturing base to ensure our economy's well-being.

Second, manufacturing jobs provide workers with middle-class incomes. That is because manufacturing, unlike any other sector, receives the same percentage of income that it contributes to

employment. The reason factory jobs are well paid is that they are, increasingly, high-skill jobs. The days of the low-skill assembly line dominating manufacturing are over.

Third, according to the Economic Policy Institute, for every manufacturing job created, almost three other jobs are created in the wider economy. This is the best performance for any sector. And more manufacturing jobs lead to more engineering jobs. Recent research published in the *Harvard Business Review* shows that when engineers can easily visit their factory or other factories and talk with workers and with other engineers, the pace of technological progress picks up considerably. As American factories have left the country, so have engineering research and development. As factories close in the so-called Rust Belt, we see the economic devastation.

Throughout history, manufacturing has been the foundation for a powerful, wealthy society. Nowadays, the richest countries have larger manufacturing sectors than the United States. In 2010, manufacturing constituted 20.7 percent of the German economy and only 12.7 percent of the U.S. economy. If the U.S. had the same scale of manufacturing as Germany, we could balance our trade in manufacturing, which could create 10 million more jobs. 

from an expert in the field:



Enrico Moretti holds the Michael Peevey and Donald Vial Chair in Labor Economics at the University of California, Berkeley and is the author of *The New Geography of Jobs* (Houghton Mifflin Harcourt, 2012).

MANY PUNDITS are predicting that the perceived renaissance of America's manufacturing sector will restore blue-collar America to its past glories. The reality is that while manufacturing employment increased modestly over the last two years, it was only after 30 years of steep and consistent declines. American factories have lost an average of 370,000 blue-collar positions *per year* since 1980. This decline is likely to continue in the foreseeable future.

The future of American jobs is not in manufacturing, it is in innovation. Look where job creation is concentrated today. The economic map of America shows three different countries. At one extreme are the country's brain hubs—cities such as Seattle; Raleigh-Durham, North Carolina; Austin, Texas; and Boston—with a strong innovation-driven economy and a labor force among the most creative and best paid on the planet.

At the other extreme are cities once dominated by manufacturing—Detroit; Flint, Michigan; and Cleveland—with shrinking labor forces and salaries. In the middle is the rest of America, apparently undecided on which direction to take.


The difference between the three Americas was small in the 1980s but has been growing dra-

matically since then. In 1980, the average salary in Austin was lower than in Flint. Today it is 70 percent higher in Austin, and the gap keeps expanding with every passing year.

The winners and losers in this process are not always who you expect. The dynamism of America's innovation sector matters not just to scientists and software engineers. It matters to all of us. In my research, I find that for each new innovation job in a city, five additional service jobs are created, in both professional occupations (lawyers, teachers, doctors) and nonprofessional occupations (waiters, hairdressers, carpenters). For each new software designer hired at Twitter in San Francisco, for example, there are five new job openings for baristas, personal trainers, therapists, nurses and taxi drivers in the community.

Remarkably, the most important effect of high-tech companies on the local economy is outside high tech.

Manufacturing also has a multiplier effect, but it is much smaller. This means that the best way for a city or state to generate jobs for less-skilled workers is to attract innovative companies that hire highly skilled ones.

The average American worker will never be employed by Apple or Google. But their jobs increasingly depend on innovation. 

MAY DEBATE RESULTS: Is golf a sport?

59% YES
41% NO

Percentage reflects votes received by May 14, 2013.

• • • • •

APRIL DEBATE RESULTS:

Are vehicle black boxes
a good idea?

YES: 35% NO: 65%
Percentage reflects
votes received by
April 30, 2013.



See Dialogue pages for
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Front-page success

Where will your business plan lead you?

By Mindy Charski

DEVELOPING A BUSINESS plan is a good foundation for a new business. Costco member Jim Horan knows that. In fact, he wrote a book about business planning. He called it *The One Page Business Plan*.

Horan's own business plan, however, didn't take into account that his simple idea would catch hold, one thing would lead to another and, before he knew it, he'd be president and CEO of his own company, with more than 500 affiliates.

"Here [I am], a guy who reinvents the business plan to a single page and at the top of the page is 'vision,'" Horan says. "The fact of the matter is, I could not see any of the big things that would actually come to be."

Horan became an "accidental entrepreneur," he explains, after his position as a senior financial executive at a multilevel marketing company was eliminated during the 1990 recession. He was still searching for a new gig when consulting opportunities arose.

While working with clients who lacked business plans, he discovered they could often explain their company's vision, mission, objectives, strategies and action plans when he asked them five simple questions. "Why does this business exist?" and "How will you grow this business?" were among the queries that helped the entrepreneurs translate their thoughts into a new kind of business plan—one that could be written in just 29 sentences, using keywords and short phrases.



Jim Horan

MEMBERPROFILE

Business:

The One Page Business Plan Company

Founder and CEO: Jim Horan

Contact:

1798 Fifth St., Berkeley, CA 94710;
(510) 705-8400; info@onepagebusinessplan.com;
www.onepagebusinessplan.com

Comments about Costco: "I've probably talked about Costco in almost every single business talk I have, because most people don't understand the concept of initial trial. You've got to get people to try your product for the first time in order for them to buy. And once you've gotten them to buy once, then it's about how do you turn them into a repeat customer."

—Jim Horan

Horan introduced the concept of succinct plans to his local entrepreneurial support group, who encouraged him to take his discovery on the speaking circuit. When he countered that he wasn't a speaker, he relates, "a wonderful friend of mine said, 'Get over it!'"

He did, and soon local business audiences were asking him for a book. His entrepreneurial group encouraged him to start writing. "I said, 'No, I was an accounting major, a numbers guy,'" he says, "and [a friend] said, 'Get over it!'"

Three years later, in 1997, with help from a book coach and tips he picked up in meetings about independent publishing, he self-published *The One Page Business Plan*. The book—technically a workbook—features clouds and other graphics to help readers create their own blueprints. "Visually, this book looked like no other business planning book ever," he says.

Horan gave the book visibility by leading workshops and speaking extensively, including at national and international conferences of associations representing consultants and trainers. Within 18 months, *The One Page Business Plan* was consistently highly rated by online book retailers.

Though the book was designed for first-time entrepreneurs, large corporations soon began asking Horan for software based on its approach. So in 2000, after finding a client who could help, Horan began marketing and selling software—as well as consulting services—through independent contractors trained and certified in the methodology of *The One Page Business Plan* Company.

Meanwhile, the book's content continues to evolve. Subsequent printings of *The One Page Business Plan* feature new exercises and come with a CD full of additional tools. The

book has been translated into at least seven languages and now features a label, "FOR THE CREATIVE ENTREPRENEUR," that distinguishes it from separate editions Horan has tailored to other niches, such as nonprofits and financial services.

Horan still consults with a handful of clients but now spends much of his time recruiting consultants, developing new products and speaking to national and international audiences. He often mentions that it's not always possible to fully visualize what's ahead.

"One of the questions I throw out to audiences is 'Given that I missed all the big things, I wonder what's in front of you that you can't see?'" ☐

Dallas-based freelancer Mindy Charski specializes in business journalism.

Getting started

Jim Horan shares these tips:

- The key to small-business success is simplicity: Keep your business and your business plan simple.
- Have a friend or associate interview you for an hour to help you clarify your thoughts about your business; use the notes to draft your plan.
- Share your plan with others, invite feedback and listen for resistance.
- Your plan is your promise to yourself as well as your customers, employees and investors, so use it as a road map.
- Your business will never be static. Keep your plan current and use it as a container to hold your best thinking.—MC



Temple Grandin's innovative work has revolutionized animal husbandry practices around the world.

ROSALIE WINARD



Seeing in pictures

Temple Grandin takes new angles to solve modern problems

By Richard Deitsch

When discussing her age recently—she turned 65 last August—Temple Grandin compared herself to a creaky automobile that needs constant tinkering. “I used to be able to stand in a forklift truck loading dock at a feed yard and I could jump up on the ramp,” she says. “Gosh, there is no way I could do that now. But one of the things that getting older does give you is wisdom and a perspective that you didn’t have before because you’ve been to a lot of places and you’ve seen a lot of things. That’s why, in a lot of societies, they look up to their elders. In elephant society, younger elephants look up to the matriarchs. Why? Because they know where to find the water from 50 years ago.”

Plenty of people seek Grandin for her wisdom these days. She is a doctor of animal science and professor at Colorado State University, a best-selling author, the subject of an Emmy Award-winning HBO biopic, a much-in-demand public speaker and a consultant to the livestock industry on farm animal behavior (see “Shaping Costco’s policy,” page 23). As the most well-known adult with autism in the United States and perhaps the world—she regularly makes presentations at autism and Asperger’s syndrome conferences—she is an inspiration and a role model for that community and beyond.

“It’s hard to overstate Temple’s impact as a role model for young adults on the autism spectrum,” says Amy Harmon, the best-selling author of *Asperger Love* and a Pulitzer Prize-winning reporter for *The New York Times* who has written extensively on autism. “Probably the biggest impact she has had for the population I’ve reported on, young adults on the autism spectrum, is in how she turned her fascination with animals into a rewarding career. The employment statistics for people with autism are really dismal: Fewer than one in 10 hold jobs, even among the group considered ‘high-functioning.’ Yet many of them have skills and talents and interests that could

be quite valuable to employers. Temple is a testament to that and an inspiration to many.”

From isolated to expert

Little was known about autism when Grandin was a child in the 1950s—she did not speak until the age of 4—but she benefited from the structure provided by her mother and school administrators. (Her father recommended she be institutionalized, but her mother refused.) Children with autism, a developmental disorder, have varying degrees of difficulty communicating and socializing, and often lock onto repetitive behaviors. It was at an aunt’s cattle ranch in

CONTINUED ON PAGE 22

Grandin’s lifelong bond with animals began as a teenager at an aunt’s cattle ranch in Arizona.



ROSALIE WINARD



TEMPLE GRANDIN

CONTINUED FROM PAGE 21

Arizona one summer, during her teens, that Grandin first became connected to horses and cattle and discovered a shared characteristic between animals and those with autism: Both think by making visual associations. She eventually received degrees from Franklin Pierce College and Arizona State University, and a Ph.D. from the University of Illinois at Urbana in 1989. The public became aware of her in 1995 when famed neurologist Oliver Sacks wrote about her in his book *An Anthropologist on Mars*.

"Autism is an important part of who I am," says Grandin, who has had a poster of Albert Einstein on her wall since graduate school. "I get asked all the time: If I could snap my fingers, would I want to not be autistic? Well, I like the logical way I think. I don't want to lose the logical way I think. But on the other hand, doing my animal work and being a college professor and a scientist, that comes first. Autism comes second."

At least half of all cattle in the U.S. and Canada, as well as many in other countries, are handled in humane slaughter systems with equipment designed by Grandin. Those designs have revolutionized animal agriculture around the globe, and Grandin has been

a key figure in formulating the beef industry's guidelines for animal handling and welfare as well as in training a new generation of agricultural professionals in animal behavior theory, humane design and auditing techniques. She consults for many companies, including McDonald's, which first hired her in 1999 to audit the meatpacking plants that supplied the fast-food chain.

"Dr. Grandin's work has anticipated and dovetailed with societal concerns related to welfare in animal agriculture, and as a result there is hardly a high-profile conference or symposium around [the] world focusing on this issue that does not include Temple Grandin," says Craig Beyrouthy, the dean of the College of Agricultural Science at Colorado State University (CSU). "We hear stories of students who are almost dumbstruck that they can enroll in Dr. Grandin's classes, that she might be an adviser for them as they pursue graduate studies. We have a student who came to CSU in fall 2012 from an agricultural community in southeastern Colorado, a student with Asperger's syndrome who was not expected to graduate from high school. On the first day of the semester, his mother shared that the student was 'living his dream.' He had his first day of class with his mentor and hero, Temple Grandin."

"Temple Grandin has helped all of us understand the power of different ways of thinking and being," adds CSU president Tony Frank. "Her unique perspective, raw intellect and ability to see challenges and solu-

tions from new angles, to connect dots that most of us don't even see."

Thinking in pictures in a verbal world

Grandin, who once believed that everybody thought in pictures as she does, says her thinking is sensory-detailed oriented. Then, how does she interact with the verbal world?

"You can get verbal thinkers to be aware of visual thinking," she responds. "The thing is, there are degrees. Most people, if I was to say to them right now, 'Visualize you are [at your] office at work.' Well, you could do that. Or visualize your car. Most people can do that, too. But if I asked you to visualize something like a church steeple, something you see all the time, most people just see a vague, generalized one. That's not something they pay much attention to. So it was a shock to me to learn that most people just got this vague, generalized church steeple image rather than a specific one. I've had to learn how to communicate more with the verbal people."

Author Richard Panek met Grandin three years ago after he was invited to collaborate with Grandin on *The Autistic Brain: Thinking Across the Spectrum*, which was published in April. Asked what he admires most about his co-author, Panek says, "The obvious answer is the work she does on behalf of people with autism, as well as their families, but what comes to mind first is what makes that work possible—that she's learned how the world works. She's had to figure out how people

The Costco Connection

The Autistic Brain and Animals Make Us Human, by Temple Grandin, along with the HBO film *Temple Grandin*, will be available in most Costco warehouses.



EVERETT COLLECTION

behave in order to modulate her own behavior accordingly, and that's the behavior that makes her work on behalf of people with autism possible."

Grandin says that watching the 2010 HBO film on her life was like traveling back in a time machine. She gave actress Claire Danes old family tapes and spent half a day with Danes, who taped her every move and ended up winning an Emmy for her performance. "Claire Danes became me," Grandin says. "But the thing I loved is the movie showed cattle accurately, and I had a lot of input into that. It showed real cattle handling and I thought that was good for the public to see."

The film significantly added to Grandin's fame—she cuts an equally distinctive figure in real life, with her signature cowgirl shirts, blue jeans and black boots—and she now speaks at large venues around the country.

"I've gotten moved to basketball stadiums, and that's all happened since the movie," she says. "A lot of people who come to events—I estimate 75 or 80 percent of them—are probably interested in autism. But then there is another group interested in animals. One thing I am getting concerned about is I'm seeing too many kids who are considered mildly autistic come up to me and all they want to talk about is their autism. I'd rather have them tell me about their science project

Grandin lectures frequently about autism and animal husbandry around the country. Above, she appears with actress Claire Danes who portrayed Grandin in the 2010 HBO film on Grandin's life.


or how they are training dogs or that they are in 4-H or they like to write science fiction. Tell me about what you like to do! Autism would totally take over if I let it, but I am not going to let it."



Tablet or smartphone?

Scan or click here for behind-the-scenes footage from the HBO film *Temple Grandin*. (See page 5 for scanning details.)

For years, Grandin says, she was hypersensitive to sound and touch, but both have gotten manageable. "I am hugging people now," she says. "Little kids who don't want to be hugged, you need to work on desensitizing them. I'm a little better with sound, but I still have to have a quiet place to study when I do serious writing. But I do get distracted by motion. One thing that drives me crazy is photographers walking in front of me. I tell them to stop. If there is a video camera in the back of a room that just sits there, it's no problem."

What worlds are left for her to conquer? "There are things that would be really fun to do, like go to the Space Station, but I don't think I will be doing that," Grandin says. "But if I had a chance to go for a week, I would go. Definitely." 

Richard Deutsch is a freelance writer based in New York City.

Shaping Costco's policy

WHEN COSTCO SET out a decade ago to adopt a policy for the treatment of cattle being raised for beef, the first person company officials contacted for guidance was Temple Grandin.

Grandin helped Costco formulate animal welfare rules that apply to the operations of all of the companies that supply Costco with beef, veal, pork and poultry—a critical task, given that Costco is one of the world's largest sellers of meat products. Those policies were extended to companies that raise poultry for eggs and dairy cattle, explains Craig Wilson, Costco vice president of food safety and quality assurance.

"She is a tremendous sounding board and resource for us," he says.

Costco's policy addresses animal welfare and husbandry practices, including specific steps to ensure those practices are followed. When it was adopted, it was one of the first such programs among retailers, Craig says. Grandin helped train Costco's meat-buying staff on animal welfare practices.

One key step was formulating an animal welfare scoring system. "Temple helped us develop it so that all of our suppliers are treated the same to ensure all animals are being treated properly," Craig says. "That included helping our employees and our audit companies fully understand animal welfare from a very practical perspective."

Costco still consults with Grandin on animal welfare issues whenever they arise.

—Tim Talevich

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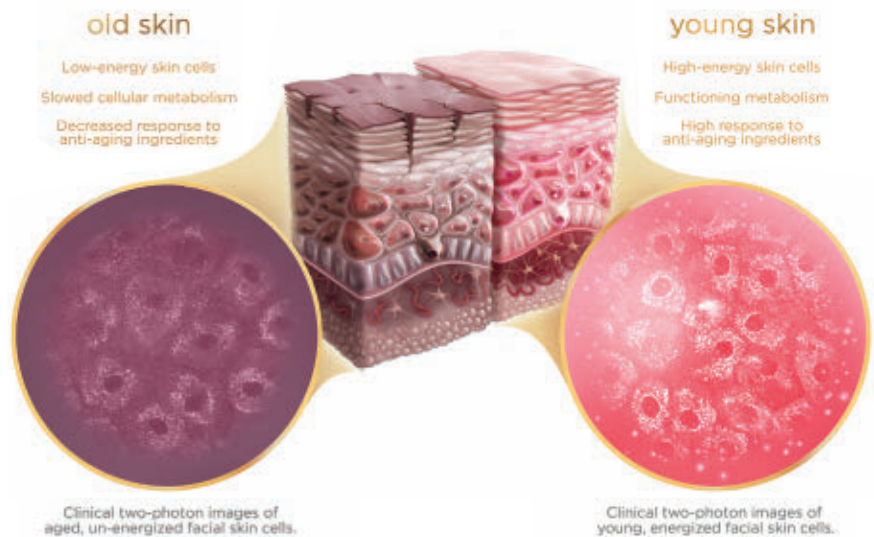
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Are you satisfied with your skin care? According to a recent Facebook poll, 23 million U.S. women have “skin-care graveyards”—places in their homes where unused creams, lotions and serums are stashed – because they stop using products when they don’t provide the fast results they want.

Armed with this knowledge, Procter & Gamble Beauty scientists set out to uncover how they could provide women with improved skin-care technologies that would deliver fast results. What they learned, grounded in an exciting new field of study called “cellular bioenergetics,” is that the products themselves might not be completely to blame for women’s frustration. As women start to age, even as early as the 20s and 30s, the skin’s metabolism slows, as does the body’s. This tired skin simply doesn’t have the energy it needs to respond to treatment without intervention.

ACCORDING TO A RECENT FACEBOOK POLL, 23 MILLION U.S. WOMEN HAVE “SKIN-CARE GRAVEYARDS” BECAUSE THEY AREN’T SEEING RESULTS FAST ENOUGH ¹.

In fact, a first-of-its kind P&G Beauty skin study conducted in conjunction with world-renowned experts at the University of Newcastle showed a significant decline in bioenergy levels, or the level of energy in skin cells, between women in their 20s and 60s. These results signal that skin loses its ability to respond to the aging process and that older skin is “fatigued”—compromising cells’ ability to repair and regenerate, ultimately leading to fine lines, wrinkles, sagging and loss of volume.



Following this breakthrough understanding, P&G Beauty scientists realized that reenergizing skin requires both boosting bioenergy production and increasing skin’s antioxidant protection. To do this, Olay has reformulated and improved its best-selling Regenerist Micro-Sculpting Cream to include new ingredients for even better results.

The formula features advanced peptides, which boost collagen, and technology that works to hydrate and improve skin’s responsiveness to anti-aging ingredients, fight the look of skin fatigue by accelerating cell turnover and reduce the appearance of fine lines and wrinkles.

Researchers have pinpointed a potent blend of new ingredients that help older skin cells act significantly younger than they are—and figured out how to harness their potential for faster wrinkle reduction. Olivem, an olive oil extract, increases natural

antioxidant protection, while dill seed extract Lys’lastine improves skin’s elasticity to fight the look of skin fatigue.

In a company-sponsored clinical study on 2,500 women, new Olay Regenerist Micro-Sculpting Cream reduced eye lines, boosted hydration and brightness in 10 minutes, regenerated surface skin up to two times faster than a \$250 luxury cream after five days and reversed up to 10 years of wrinkle appearance in just four weeks.

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Sweeter sleep for seniors

Healthy sleep habits for older adults

By Malia Jacobson

MANY THINGS IN life improve with age: red wine, family heirlooms, a great pair of jeans. Unfortunately, sleep quality often suffers as the years pass. *The Journal of Clinical Outcomes Management* reports that 40 percent of people 65 or older experience sleep problems. "Older adults often feel less rested because they wake more frequently at night and experience less deep sleep than younger adults," says Costco member Robert S. Rosenberg, medical director of the Sleep Disorders Centers of Prescott Valley and Flagstaff, Arizona.

"Older adults also experience higher rates of physical ailments that negatively affect sleep," says Costco member Damon Raskin, a board-certified internist in Pacific Palisades, California. Arthritis, congestive heart failure, gastroesophageal reflux disease (GERD, see page 55) and prostate enlargement (which leads to frequent nighttime bathroom trips) can all cut into sleep quality, he notes.

These sleep interruptions are more than a mere inconvenience; age-related shifts in sleep patterns affect the brain's ability to store memories, leading to forgetfulness.

According to new research from scientists at the University of California, Berkeley, changes in the brain's middle frontal lobe result in less time spent in deep, restorative slow-wave sleep. As slow-wave sleep dwindles, memory suffers, because memories are processed during this stage of slumber.

The Berkeley study found that the quality of deep sleep of adults in their 70s was 75 percent lower than that of adults in their 20s; the older adults scored 55 percent lower than younger adults on memory tests.

Can older adults halt the decline in sleep quality? Absolutely, says Rosenberg. Improved sleep habits can result in better-quality sleep for seniors, starting tonight.

Myth busting

It's a common misconception that humans require less sleep as they age, says Rosenberg. This false assumption leads many adults to shortchange their sleep requirements

in their later years. "Adults generally need between seven and nine hours of sleep per night, regardless of age," Rosenberg says.

For better sleep: Age-related brain changes and certain sleep disorders may result in a dwindling drive to sleep in older adults. See your doctor if you sleep less now than you did a few years or decades ago.

Medicine makeover

Adults over 65 years of age who live at home take an average of 8.8 medications each day, according to the *American Journal of Health-System Pharmacy*. Some of these medications come with an unintended side effect: sleep problems. Commonly prescribed antidepressants, including Prozac and Zoloft, can contribute to insomnia in some patients. Over-the-counter sleep aids such as Tylenol PM can leave lingering daytime grogginess that throws off sleep patterns, and can worsen restless legs syndrome, a condition experienced by up to 10 percent of the U.S. population, according to the National Institutes of Health.

For better sleep: Always ask your physician or pharmacist about sleep-related side effects for any new prescription, take energizing medications during the morning hours and talk to your physician about alternatives to problematic pills.

Nap traps

Naps for adults are now fashionable; new research from England's Surrey University encourages older adults to reenergize with an afternoon nap. However, according to Rosenberg, long late-afternoon naps can disrupt sleep patterns and exacerbate sleep



SHUTTERSTOCK

The Costco Connection

Costco and Costco.com carry a variety of items that can aid sleep, including anti-inflammatories, ear plugs, herbal supplements and more.

problems in older adults. "Napping reduces levels of a neurochemical in the brain that builds our drive to sleep at night," he says. "Long naps interrupt this process, so people don't feel sleepy at night."

For better sleep: For the best siesta, set an alarm for 30 to 40 minutes, and avoid napping after 4 p.m.

Aching and awake

According to the National Sleep Foundation, two-thirds of adults who experience chronic pain report sleep difficulties. Anti-inflammatory medications such as ibuprofen (Advil, Motrin) and naproxen sodium (Aleve) can help with nighttime pain caused by arthritis, but they are not a cure-all, notes Raskin. Any medication comes with some risks, and these pills aren't for everyone, particularly those with stomach ulcers, heart failure or high blood pressure. Ask your doctor.

For better sleep: Physical therapy, exercise and new injectable medications can help relieve arthritis pain that disrupts sleep.

Night light

For most adults, exposure to bright morning light helps support healthy sleep patterns. But those suffering from advanced sleep



Tablet or smartphone?

Scan or click here for a video on good napping practices. (See page 5 for scanning details.)

CONTINUED ON PAGE 29



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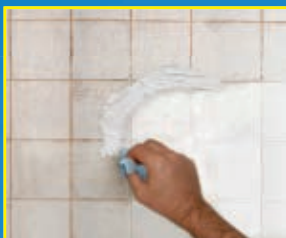
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SWEETER SLEEP

CONTINUED FROM PAGE 27

phase syndrome (ASPS), a sleep disorder more commonly seen in older adults, need a different plan. People with this condition feel sleepy in the early evening, around 6 or 7 p.m., and find themselves waking around 4 a.m., which negatively affects their social life and relationships, says Rosenberg.

For better sleep: Adults with ASPS should seek out bright light in the evening. This temporarily pauses the brain's production of "sleepy" neurotransmitter melatonin and helps stave off sleep for a few hours.

Raskin encourages seniors to uncover the root cause of their sleep difficulties instead of automatically reaching for sleeping pills, which can cause dizziness and medication interactions, and increase the risk of falls in older patients.

"Patients will often ask for sleep medicines instead of finding out the underlying cause of the sleep problem, whether it's a health condition or another medicine that they're taking," he says. "Getting to the heart of the problem is always a safer approach." [E]

Costco member Malia Jacobson is a nationally published sleep expert and health journalist. She blogs about sleep and health at www.thewellrestedfamily.com.

Sleep apps

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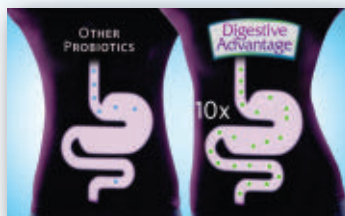
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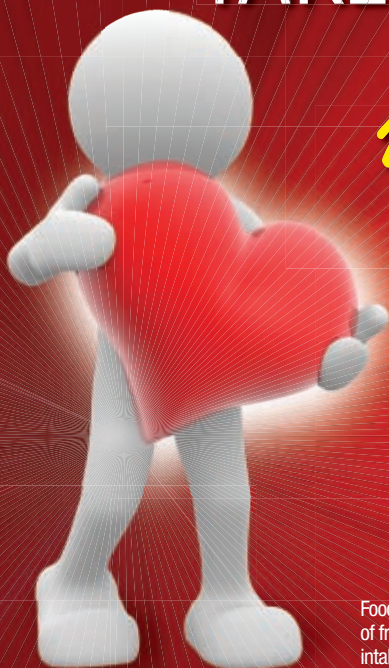
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Pulp nonfiction

The real benefits of homemade juice

By Rita Colorito

CHANCES ARE YOU'VE come across the hottest health trend—juicing—on an infomercial, in a magazine or even at a Costco product demonstration. You may have thought that making your own juice is something only for fitness fanatics or diet-crazed celebrities. But some experts say juicing can be an easy and tasty way to get the five daily servings of fruits and vegetables recommended by the U.S. Department of Agriculture.

It's something most of us don't achieve, says Costco member Cherie Calbom, nutritionist and author of *The Big Book of Juices & Green Smoothies* (Siloam, 2013). In fact, only 33 percent of American adults eat enough fruit, and just 27 percent eat enough vegeta-

bles, according to the U.S. Centers for Disease Control and Prevention.

"Eight ounces of juice may be four or five servings of fruits and vegetables," says Marjorie Nolan Cohn, spokesperson for the Academy of Nutrition and Dietetics. "And you're getting fluids, which can help you feel better and less fatigued."

Critics of juicing argue it's better to eat whole fruits or vegetables, which also contain fiber, another daily requirement most Americans don't meet.

"So many people have digestive issues today. The very fact the fiber is missing is the key to this absorption," counters Calbom. "Juicing is like a vitamin-mineral cocktail."

Like many new juicing devotees, 54-year-old Robert Katula of Youngstown, Ohio, got inspired after watching *Fat, Sick & Nearly Dead*. In that 2010 documentary, Australian businessman Joe Cross lost 100 pounds after going on a 60-day juice fast, also known as a juice cleanse. You don't have to go to those

extremes to see a change in your health, says Katula. He hasn't done a juice cleanse, but he does juice at least once a day, every day.

When Katula started juicing in July 2012, he was 3 pounds shy of being medically obese. He has since lost 27 pounds. "I don't know what it did to my metabolism," he says. "The stuff gives you so much energy, it's unbelievable."

How juicing works

While many people might see improvements in their weight and health with juicing, science doesn't yet know why. The research related to juicing has to do with eating more fruits and vegetables, or with specific juices, such as cranberry, says Calbom, but there hasn't been any research on juicing alone.

"If someone is juicing, chances are the rest of their dietary intake is a little more on the healthful side. I've never seen someone who went through the trouble of juicing and still ate fast food," explains Cohn. "We have to look at the big picture."

"It's not a magic elixir," says Katula. "You still have to develop a healthier lifestyle." To reach his weight goal, Katula also added moderate exercise and changed bad eating habits.

Juicing does, however, cleanse the body in a way. "You are flooding your digestive tract with fluids," says Cohn, who adds this caveat: Juice in moderation. "While [juicing] may be nutritious, [one] may overdo it and cause diarrhea and can wipe out [good] bacteria, which can affect overall digestion."

Juicing often gets confused with juice cleansing, says Cohn, a New York City-based registered dietitian and author of *Belly Fat Fix* (Rodale, 2013), who often gets asked about both. Juice cleansing involves going on a juice fast for several days to several weeks. For otherwise healthy individuals, a juice cleanse of one to three days isn't going to be harmful, says Cohn, but the resulting weight loss is usually temporary. People with medical conditions should first seek the advice of their doctor.

The do's and don'ts

Katula learned the hard way the first rule of juicing: Don't overdo it. "You have to start with small amounts of juice, like 3 to 4 ounces, because it does cleanse you, no matter if you intend to or not," he says.

"Don't overdo it on the fruit juice, because

The Costco Connection

Members will find fresh fruits and vegetables at all Costco warehouses. *The Juicing Bible* and *The Smoothies Bible* are available at Costco, and blenders and juicers are available at Costco.com and in most Costco warehouses. See page 96 or visit Costco.com for schedule information on Vitamix special events at your local Costco.



Tablet or smartphone?
Scan or click here to get extra juicing tips from avid juicer Cherie Calbom. (See page 5 for scanning details.)

that's way too much sugar," advises Calbom. "You can cause your blood sugar to spike and dip, and that's not a good thing." Fruit juice is also high in calories, adding to weight gain. Carrots and beets also contain a high amount of sugar and calories. For most people, Calbom advocates juices and smoothies made only from greens or vegetables.

Diabetics and pre-diabetics should juice with caution, say Calbom and Cohn. "The digestion of solid food—protein, complex carbohydrates, as well as fruit that has whole fiber—is what slows digestion and ultimately slows how quickly your blood sugar rises," explains Cohn. "Juices of any kind you absorb quickly, so they are going to affect your blood sugar much more quickly."

Oxidation breaks down the nutrients in juice, so refrigerate and consume your juice within a day to get the maximum health benefits, says Calbom. Otherwise, she suggests freezing a large batch in individual servings you can later defrost.

Choosing a juicer


Juicers come in two forms: centrifugal juicers, which spin the produce at a rapid speed, separating the juice and pulp; and masticating juicers, which press out the juice and pulp.

"Everybody's got their tips on what's the best. But what's best is the one you will use," says Calbom.

As for what to look for in a juicer, Calbom says you should buy one that's easy to use, with just three or four parts to remove for easy cleaning; it should put the pulp in a separate basket and have a motor with at least 0.3 to 1 horsepower to stand up to daily use and harder vegetables.

While high-speed blenders can make smoothies, they don't do a great job juicing, says Calbom. Blenders don't separate the pulp from the juice. "Fruit blends up quite well into a smoothie, but hard vegetables do not. It's really fibrous," explains Calbom. "There's no insoluble fiber in juice; it's clear." She does, however, use a blender to mix her juice, along with avocado, to create green smoothies.

Borrow a juicer if you aren't sure, suggests Katula, who started with the help of a friend and has inspired half a dozen other friends to start juicing. "It gave me the confidence that I knew I would like juicing."

As for the time involved, Katula says it doesn't take any more time than making breakfast: "It's more of making a commitment to that life-style." 

Freelance writer (and juice enthusiast) Rita Colorito is a frequent contributor to The Connection.

Spicy Orange

This is a simple get-started juice recipe. Always peel oranges before juicing: The skin contains toxic oils, which are good in cleaning products but not in the digestive tract.

- 1 orange, peeled
- 1 cucumber, peeled if not organic
- 1-inch chunk of ginger root

Cut produce to fit your juicer's feed tube. Juice ingredients and stir. Pour into a glass and drink as soon as possible. Serves 1.

Mango-Cucumber Salsa Cooler

- 1 firm, ripe mango, peeled and seeded
- 1 cucumber, peeled if not organic
- 1 handful of cilantro
- 1 small lime, peeled if not organic
- ½ orange, peeled

Cut produce to fit your juicer's feed tube. Juice all ingredients and stir. Pour into a glass and drink as soon as possible. Serves 2.

Green Lemonade

- 2 apples (green apples are lower in sugar)
- ½ lemon, peeled if not organic
- 1 handful of your favorite greens

Cut produce to fit your juicer's feed tube. Juice all ingredients and stir. Pour into a glass and drink as soon as possible. Serves 1.

V-8 Charger

- 1 tomato
- 1 handful of spinach
- 1 small handful of parsley
- 1 kale leaf
- 2 lettuce leaves
- 3 carrots, scrubbed well, tops removed, ends trimmed
- 2 celery ribs with leaves
- 1 lemon, peeled if not organic

Cut produce to fit your juicer's feed tube. Start by juicing tomato. Wrap spinach and parsley in kale and lettuce leaves and push through juicer slowly. Juice all remaining ingredients and stir. Pour into glasses and drink as soon as possible. Serves 2.

Refreshing Mint Cooler

- 1 fennel bulb and fronds
- 1 cucumber, peeled if not organic
- 1 green apple, such as Granny Smith or Pippin
- 1 handful of mint

Cut produce to fit your juicer's feed tube. Juice ingredients and stir. Pour into a glass over ice and drink as soon as possible. Serves 1 or 2.

Broccoli Surprise

This juice is excellent for diabetics. Broccoli could help reverse the damage diabetes inflicts on blood vessels. The key is likely a compound called sulforaphane, which encourages production of enzymes that protect the blood vessels and reduces the number of molecules that cause cell damage, known as reactive oxygen species, by up to 73 percent.

- 1 or 2 carrots, scrubbed well, tops removed, ends trimmed
- 2 or 3 broccoli florets or 1 broccoli stem*
- 2 ribs of celery with leaves
- 1 cucumber, peeled if not organic
- 1 lemon, peeled if not organic

Cut produce to fit your juicer's feed tube. Juice all ingredients, stir and drink as soon as possible. Serves 1.

**Note: Save all broccoli stems and juice them; you can add them to most recipes and reap the rewards. This is good economy and adds great nutrition.*

Tomato Florentine with a Twist

- 2 vine-ripened tomatoes
- 4 or 5 basil sprigs
- 1 large handful of spinach
- 1 lemon or lime, peeled if not organic

Juice 1 tomato. Wrap the basil in several spinach leaves. Turn off the machine and add the spinach and basil. Turn the machine back on and gently toggle the switch to juice them. Juice the remaining tomato and lemon. Stir juice, pour into a glass and drink as soon as possible. Serves 1.

Recipes taken from The Big Book of Juices & Green Smoothies.



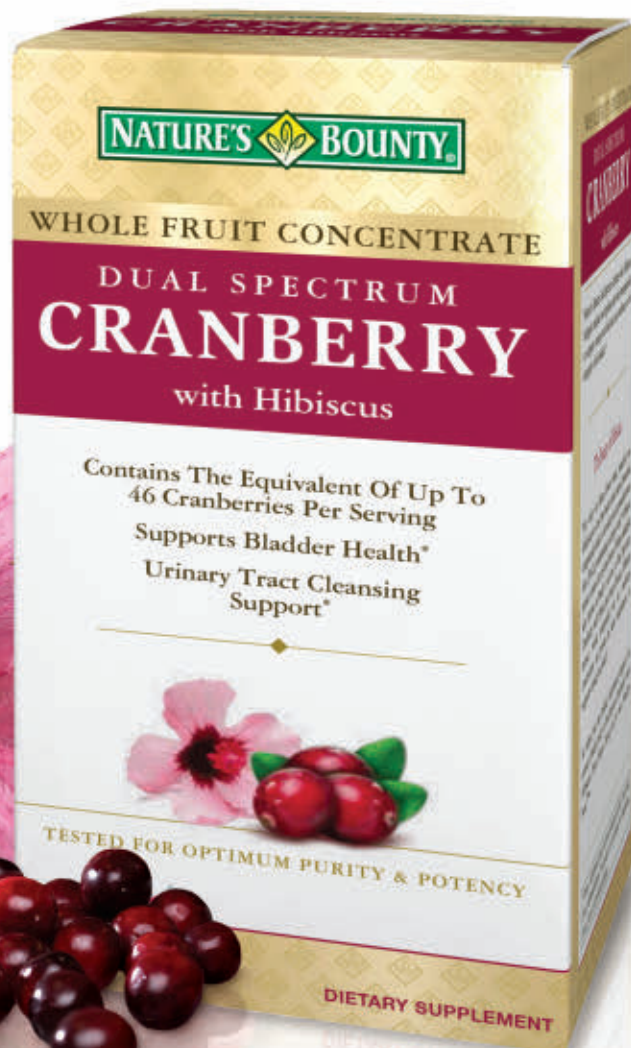
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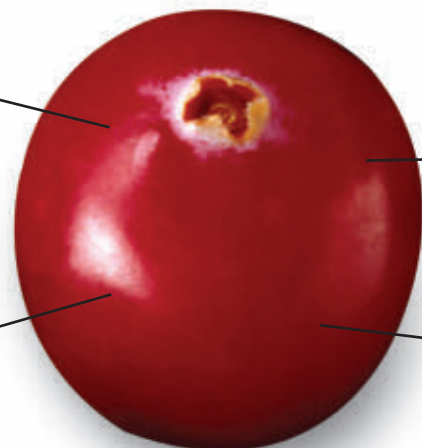
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whole-fruit extracts

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Urinary tract
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contains beneficial components, including PACs and organic acids. As a supplement, hibiscus complements the urinary health benefits of cranberry by working exclusively in the lower urinary tract.*

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714-A1

EATING SMARTER



Observing proper portion control

By Kristin Kirkpatrick



JUST BECAUSE YOU buy in bulk doesn't mean you have to eat in bulk. In fact, buying in bulk can actually help you reach your goals by making healthy foods more budget friendly and by giving you the tools you need to control portions. All you need is a plan, and the key to eating smart starts with buying smart.

Make your own bags of trail mix

This snack takes only minutes to put together, yet provides a week's worth of on-the-go energy. Purchase nuts, dried fruit and dark chocolate chips and mix them together in a large bowl in equal amounts. Then take individual sandwich bags and measure out ¼ cup of trail mix for pre-portioned trail mix bags that you can grab every day.

Compared with an individual energy bar, your fabulous mix will be much cheaper, and healthier too, as nuts and dark chocolate have been linked to a decreased risk of heart attack and stroke.

Also try pre-portioning chips, pretzels and popcorn, and be sure to store the excess out of sight—in the back of the pantry, not at eye level. Never underestimate the power of “out of sight, out of mind” when it comes to controlling how much you eat.

Eat foods you have to work for

Peanuts or pistachios in the shell, popcorn kernels to cook on the stove instead of microwave, foods that need to be peeled and/or cut: All take away mindless “autopilot” eating opportunities. For example, peeling and eating an orange will cost you approximately 80 calo-

ries and is a bigger time commitment, whereas downing a glass of orange juice will cost you about 140 calories within a few seconds.

Use a glass bowl to help you eat more produce

Place fruits and vegetables in a glass bowl on the counter. One study showed that doing something as simple as displaying fruits or vegetables helped to increase healthy snacking among participants.

Use food storage containers

Store leftovers in small, individual-size containers instead of in one huge container. In fact, you can go a step further and pack leftovers before you sit down to eat your meal. That way, there won't be extra food on the table to tempt you to overeat.

Buy appetizer or salad plates

Studies show that the smaller the plate (and even the utensils), the smaller the portions.

Purchase pizza in individual slices

Forgoing the entire pie and buying fresh or frozen pizza in slices helps to avoid overdoing it with America's favorite food.

Stock up on water or naturally flavored seltzer water

Having a glass of water before a meal helps to fill you up before you dive into your plate. ☑

Costco member Kristin Kirkpatrick is the manager of wellness nutrition services at the Cleveland Clinic Wellness Institute (<http://my.clevelandclinic.org>).

Buyer's pick

Teresa Thompson
Pharmacy buyer



I AM PARTICULARLY excited (you might say energized) by one of our newest Kirkland Signature™ products, Kirkland Signature Extra Strength Energy Shot.

This great-tasting, low-calorie, sugar-free and zero-carbohydrate energy shot is enhanced with a variety of nutrients designed to give you instant energy that lasts.

Many energy drinks contain large amounts of sugar. High in calories but low in nutritional benefits, sugar can give you an energy boost, but its effect is short-lived, spiking your insulin levels and then quickly leaving your system.

Sugar-free energy shots are a convenient way to enhance your energy levels and stay focused and alert throughout the day. You can grab one for an extra boost of energy or concentration before a workout, when you wake up, at work (especially after lunch) or when you are traveling and jet lag begins to set in.

The most effective formula available in the marketplace, Kirkland Signature Extra Strength Energy Shot features a



2300 mg energy blend designed to provide instant energy that lasts for hours. The special formulation includes a system of nutrients and B vitamins proven to increase the energy-producing capacity of the body, both mentally and physically, without the nervous and jittery feelings associated with other energy shots.

In addition to boosting energy levels, it provides many B vitamins, including vitamins B₃, B₅, B₆, B₁₂ and folic acid, plus beneficial amino acids, including L-tyrosine, L-phenylalanine and taurine, which have been proven to enhance mental focus and concentration.

And, as with any new dietary product, you should consult your doctor or pharmacist before using.

Kirkland Signature Extra Strength Energy Shot comes in a 48-pack of 2-ounce bottles in three delicious flavors: berry, grape and pomegranate. ☑



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- 2 DiamondClean brush heads
- 1 UV sanitizer with integrated charger
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Philips Sonicare Elite Premium Edition Better plaque removal

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- Quadpacer and Smartimer



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e series replacement brush head 6-pack

Fits the natural shape of your teeth for a thorough clean.

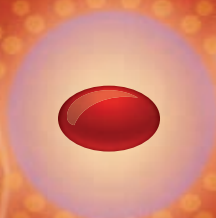
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*Than a manual toothbrush. Tested using DiamondClean handle and heads. **After 3 months use.

Visit Costco.com and search "SONICAREJUNE" for helpful tips on Sonicare oral care items.

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All pills shown actual size

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† Based on a 56-day randomized, double-blind, placebo-controlled study comparing improvement in joint comfort according to WOMAC and VAS scores.

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The Honest Company

Jessica Alba and team redefine the family brand

By Hana Medina

AFTER EXPERIENCING an allergic reaction from baby detergent, Jessica Alba—actress, activist, author and mother of two—became increasingly concerned about the ingredients in typical household products. Wanting to create the healthiest home environment possible for her family, Alba began researching toxic ingredients and interviewing acclaimed doctors. The information she discovered rattled her.

“It felt like I was making so many compromises to give my family the healthiest options, and I was sick of making compromises. I felt that other families shouldn’t have to make compromises either,” Alba tells *The Connection*.

She turned to Christopher Gavigan, father of three and former CEO of the nonprofit Healthy Child Healthy World. The two began developing a brand free of harmful chemicals that was not only effective but also affordable. In January 2012, with the aid of Brian Lee, CEO, and Sean Kane, COO, The Honest Company (www.honest.com) was born.

“Children today are getting sick in epidemic proportions—asthma, allergies, autism, learning and behavioral disabilities, cancer—and there’s credible science linking [products with] certain chemicals and ingredients that we’re bringing in our homes ... that are harming our children. We think it’s a reality that needs to change,” says Gavigan.

The family-centered brand offers baby products, household cleaning agents and personal-care items through its website. The products are free of sodium lauryl/laureth sulfates, chlorine, formaldehyde, solvents, parabens and a slew of other potentially harmful ingredients. The Honest Company sources as much “natural, organic, sustainably harvested, renewable, pure raw materials” as it can, with the aim of making its products 100 percent sustainable and plant-based, according to the company’s health and sustainability standards.

“We’re very focused on the integrity of [our] products, the overall effectiveness of the products, and are focused on stripping away

SUPPLIER PROFILE

Company: The Honest Company

Founders: Jessica Alba, Christopher Gavigan, Brian Lee and Sean Kane

Employees: Approximately 90

Address: 2700 Pennsylvania Ave. Suite 1200, Santa Monica CA 90404

Phone: 1-888-862-8818

Email: support@honest.com

Website: www.honest.com

Item at Costco: 2-in-1 Shampoo + Body Wash



Comments about Costco:

“We [met with] the Costco team and we were thrilled, kind of pinching ourselves. The partnership [has been] incredibly collaborative ... the Costco team has been really special to work with.”

—Christopher Gavigan

some of those risky substances that are traditionally found in the conventional and sometimes green brands,” says Gavigan, now chief products officer for The Honest Company.

The Honest Company doesn’t conduct animal testing, its buildings are powered 100 percent by renewable energy sources, and it is also a Certified B Corporation, a rating given only to companies that meet social, environmental, accountability and transparency standards.

Since the company’s inception, its products have received rave reviews and awards from publications

Jessica Alba and Christopher Gavigan

and parent groups across the U.S. Starting this month, Costco warehouses will carry The Honest Company’s best-selling two-in-one shampoo and body wash, in a bulk size made exclusively for Costco members.

“Costco is the first major chain to carry our products, and we’re super proud of them being an initial launch partner,” Gavigan says. “Right now, the focus is to be hyper-selective with those relationships and only have a handful.”

So what’s next for the young company? Gavigan says, “We’re really responsive to [customers’] needs and building the products that they want. We are in active development of a lot of new categories as well as some branded partnerships. But we just won’t make products because we can. We have to have a big impact on the household, the family and the child specifically, and the home.”

Regardless of which products consumers use, Alba encourages parents to “read labels and know what you’re bringing into your home. You can get information on our blog, and that’s free. There’s a lot of takeaway from our company that’s out there for everyone to access, just by going on our blog and being part of our [online] community.”



Tablet or smartphone?

Scan or click here for a video about the origins of The Honest Company. (See page 5 for scanning details.)



WIRE IMAGE



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† Supportive, but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.

‡ MegaRed® Omega 3 Krill Oil is the #1-selling krill oil supplement sold in food, drug, mass and club retailers nationwide.
Source: Symphony IRI sales data, March 2013 — overall 52-week Multi Outlet Sales (excluding Costco) by stock-keeping unit.

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Esophageal cancer awareness

THE ESOPHAGUS, part of the digestive tract, is the muscular tube through which food passes from the throat to the stomach. Two types of cancer develop in the esophagus. The more common type in the U.S. is adenocarcinoma, which begins in cells that make and release mucus and other fluids. Less common is squamous cell carcinoma, which begins in flat cells lining the esophagus.

In 2013, more than 15,000 people will die from esophageal cancer in the U.S., and 18,000 new cases will be diagnosed, according to the National Cancer Center at the National Institutes of Health.

Men are more at risk than women for this disease, as are smokers and those with chronic gastroesophageal reflux disease (see GERD article on page 55).

Symptoms

Frequently, cancer of the esophagus is not diagnosed until symptoms are experienced. The earlier a diagnosis is made, the better the chance that treatment will be effective. If you have any of the following symptoms, see your doctor immediately.

- Difficulty swallowing
- Frequent choking when eating
- Pain, pressure, burning or other discomfort in the chest
- Frequent heartburn or indigestion
- Weight loss and lack of appetite
- Other symptoms such as fatigue, hoarseness, a persistent cough, hiccups, pneumonia, bone pain and/or bleeding in the esophagus

Treatment and prognosis

Esophageal cancer is usually not curable. Surgery or radiation therapy may improve the chances of survival when the cancer has not spread outside the esophagus.

To learn more, visit the Esophageal Cancer Awareness Association at www.ecaware.org. —David Wight

SAFE HEALTH AT HOME



Avoid common medication mistakes

By Jodi Helmer



EVEN IF YOU know it's a bad idea to use an over-the-counter medication after its expiration date or share prescription meds with your spouse, you may still be making common errors that affect the effectiveness of your medications. Instead of making you feel better, you could be making yourself sick.

"Medication mistakes are more common than most people realize," says Raneë Runnebaum, medication safety manager at Oregon Health & Science University and a Costco member.

At least 1.5 million Americans are sickened, injured or killed each year as a result of errors in prescribing, dispensing and taking medications, according to the Institute of Medicine, a nonprofit organization.

To stay safe, avoid these common medication mistakes.

Storing meds improperly. The bathroom cabinet might not be the best place to store medications. "It's hot and humid in the bathroom, and that can make medications break down more quickly and lose their effectiveness," explains Matthew Grissinger, director of error-reporting programs at the Institute for Safe Medication Practices. Keeping your medications in a kitchen cabinet or nightstand is a safer option.

Measuring inaccurately. Even though a medication's directions might call for a teaspoon of penicillin, a spoon from the kitchen drawer is not accurate. "You could end up getting the wrong dose of medicine," Runnebaum says. A 2010 study in the *International Journal of Clinical Practice* found that the volume of a teaspoon ranged from 2.5 ml to 7.3 ml, increasing the odds of taking the wrong dose of medication when measuring liquids with a


kitchen spoon.

To ensure accurate dosing, use an oral dosing syringe or a medicine spoon; both are available in Costco pharmacies.

Skipping doses. Patients forget to take their medication so often that most prescriptions include instructions for handling a missed dose. It might not seem like a big deal, but Runnebaum notes that the impact could be serious. "With antibiotics, skipping doses could cause the bacteria to develop resistance," she says. Apps like MedCoach and Pillbox send daily reminders to take your meds.

Storing multiple meds in one bottle. It's tempting to condense several different prescriptions into one bottle to save space, especially when you're traveling. "Too many pills look the same," Grissinger says. "You may end up taking an extra dose of one medication or missing a dose of another because you can't tell the pills apart." Keep prescriptions in their original bottles with the labels from the pharmacy.

Ignoring the labels. In addition to the dosing instructions, make sure to read the warning labels on the prescription bottle. "You need to know *why* you're taking the drug and *how* you're supposed to take it," says Grissinger. "It's really important to read all the labels."

Shopping around. Instead of picking up blood pressure meds at the pharmacy near work and filling a prescription for antidepressants at the supermarket, use one pharmacy for all of your medications. "It ensures that someone is looking at your complete medical record and can check all of your medications for interactions," says Runnebaum. 

Jodi Helmer is a freelance journalist whose work has appeared in *Entrepreneur*, *National Geographic Traveler* and *Shape*.

Nature, Wellness & Science.

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SUPPLIERPROFILE

Company: Philips Consumer Lifestyle**Number of employees:** 22,700**Contact:** 1600 Summer St.; PO Box 120015, Stamford, CT 06912-0015; 1-800-682-7664; www.philips.com**Products at Costco:** Healthy White Platinum; Diamond Clean; Elite Premium Edition; Airfloss (limited locations)**Quote about Costco:** "At Philips, the consumer is at the heart of everything we do. Costco shares this same passion for their members."—*Sharon Rossi, senior vice president and sector market leader for Philips Consumer Lifestyle, North America*

SONICARE

Plaque attacker

Sonicare celebrates 20 years of success

By Teri Cettina

JUST A FEW decades ago, the idea of putting a battery-powered device in your mouth to clean your teeth was almost unthinkable. Today, it's commonplace. The toothbrush that gets much of the credit for this sea change in the world of oral care: Sonicare®, which this year celebrates its 20th anniversary.

Back in the early 1990s, a number of major healthcare companies were experimenting with the concept of "sonic" toothbrushes. The hope was that these devices would use high-tech sound waves to clean teeth of plaque, the sticky bacteria that can eventually lead to oral cavities and gum disease. However, no company had yet come up with a commercially feasible sonic brush.

Along came David Giuliani. The engineer-turned-entrepreneur was experimenting with his own consumer-oriented sonic gadgets in the early 1990s when bioengineering professor Roy Martin and periodontics professor David Engel found him. Their challenge to Giuliani: Help them build a company around a sonic toothbrush prototype they had developed. He signed on.

After a few years of trial and error and some groundbreaking design improvements by Giuliani, the trio achieved success. Sound

waves created by their toothbrush vibrated the brush's bristles beautifully—and, more important, helped the brush do a masterful job of cleaning teeth and removing plaque.



David Giuliani was featured as part of a *Connection* cover story in July 1997.

According to University of Florida College of Dentistry professor Sam Low, a periodontist and early fan of Sonicare, the advantage of sound waves is how they create moving micro-bubbles out of the saliva and toothpaste in your mouth. "It's almost like carbonation," says Low. "Those micro-bubbles are what goes in and—along with the mechanical action of the brush head—works to release the bacteria around your teeth." The sonic technology also allows the brushes to vibrate at a rate of more than 30,000 strokes per second—much faster than even the most enthusiastic human brusher with a manual toothbrush.

First marketed to dental professionals, Sonicare was introduced to consumers in 1993, when the retailer Sharper Image ordered 4,000 units to sell through its catalog, followed by a 16,000-unit order a few months later. Sonicare quickly became Sharper Image's best-selling product. Then, in 1997, Oprah Winfrey selected the brush as one of her magazine's "Favorite Things." Sonicare had officially arrived.

Tracey Jacobs, a central Florida dental hygienist, remembers first learning about the brush from a patient. "I noticed a significant difference in his mouth during an appointment and asked him what he was doing differently." His answer: Sonicare. Jacobs decided to try a Sonicare herself—and was immediately hooked. Part of her paid work now involves educating other dental professionals about the brush.

In 2000, the global healthcare company Philips bought Optiva and its Sonicare toothbrush. Giuliani went on to run several other successful companies, as well as co-founder and currently chair Washington Business Alliance, an alliance of entrepreneurial businesses. Meanwhile, Philips has focused on further developing the Sonicare line.

"The sonic technology in our brushes is basically the same as it was 20 years ago, but we've layered consumer requests on top of that to design new versions," explains Philips spokesperson Shannon Jenest. "We developed a model that focuses on whitening. We also introduced other brushes with multiple brushing and massaging modes, so every user can find a setting that fits his or her needs."

Jenest says that in addition to the average consumer who would benefit from its use, Sonicare has great value for some niche groups: the elderly, people with manual-dexterity challenges who have trouble brushing, anyone with even mild gum disease and children.

Periodontist Low considers the Sonicare a must for his patients who've undergone significant dental work. "If you've spent \$400 on a filling or \$4,000 on an implant, why wouldn't you invest in a toothbrush that will prevent you from paying to have that work done again?" he asks.

"Most of us are using technology in other parts of our lives, from our smartphones to GPS devices and more," adds Jacobs, the hygienist. "I tell patients that since we're living longer and want to keep our teeth as we age, it's time we embrace the latest technology in our oral care, too." ☐

Teri Cettina is a Portland, Oregon, writer.

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TIPS FOR CHILD CARE

Calming babies and taming toddlers



LORELYN MEDINA/SHUTTERSTOCK.COM

By **Harvey Karp, MD, FAAP**



WE HAVE all heard the lament “Kids don’t come with instructions.” But what if they did come with owner’s manuals? Never again would you feel powerless while your little one screamed.

The good news is that experts have come up with some surprisingly effective new “instructions” that can make any parent feel smarter and happier.

Baby calming: the five S’s. A key discovery of the past decade is that all babies are born with a calming reflex (sort of like an off and on switch for crying and sleeping).

Like the knee-jerk reflex, the calming reflex is easy to induce, but you must correctly follow five simple steps. When done just right, the five S’s (swaddling, strong shushing, side-stomach position, swinging and sucking) mimic the sensations babies enjoy 24/7 in the womb.

For example, swaddling works best when you use a big, light blanket (about 42 inches square) to wrap the baby’s arms very snug at the sides, leaving the blanket loose enough around the legs to allow the hips and knees to bend and move. Be sure not to overheat the baby.

Strong shushing can calm many fussy babies fast, but in less than a minute most of us run out of breath. Using a CD of white noise makes a good substitute; just pick the sound and volume your baby likes best. And gentle rocking is great for your sleepy little bug, but fussing is soothed fastest by fast, tiny (1-inch) jiggle motions, like Jell-O quivering on a plate.

Baby sleep: swaddling and sound. Many parents, even many baby experts, have bought into some sleep ideas that are not quite right. Here are two baby sleep myths.

Myth 1: Babies should sleep in silence. Believe it or not, the sound in the womb is louder than a vacuum. So, a quiet room is actually pretty weird for babies.



Tablet or smartphone?

Scan or click here to see Dr. Karp’s baby-calming tips in action. (See page 5 for scanning details.)

Myth 2: Babies can’t be trained to sleep before they’re three months old. Nope! Safe swaddling plus a CD of special, rumbly white noise (played for all naps and nights) usually boost baby sleep one to two hours in the first month. When the sound is used the entire first year, it even helps prevent sleep problems due to teething, colds, etc.

Toddler tips. A few surprising “instructions” can boost your 1- or 2-year-old’s patience and cooperation—and cut tantrums 50 percent. The key, as odd as it sounds, is to think of your tot as a little cave kid.

Based on their development, cavemen were likely not too verbal. We can imagine that when they were upset, they would spit, scratch and throw things at each other. Does this sound familiar?

Here’s a key technique to help your upset tot. “Toddler-ese” is a simple three-step way to translate anything you want to say into a simple, more primitive language that’s easy for a toddler’s mind to understand: (1) Use bite-size phrases, one to three words long; (2) repeat the phrases five to 10 times; and (3) mirror a bit—just one-third—of the toddler’s upset in your tone of voice and gestures.

Parenting is the toughest—and most wonderful—job we ever have. Millions of moms and dads (and grandparents) have used these simple tips, and I hope they help you, too. ☺

Costco Member Harvey Karp, MD, (www.happiestbaby.com) is creator of The Happiest Baby, The Happiest Toddler and The Happiest Baby Guide to Great Sleep.

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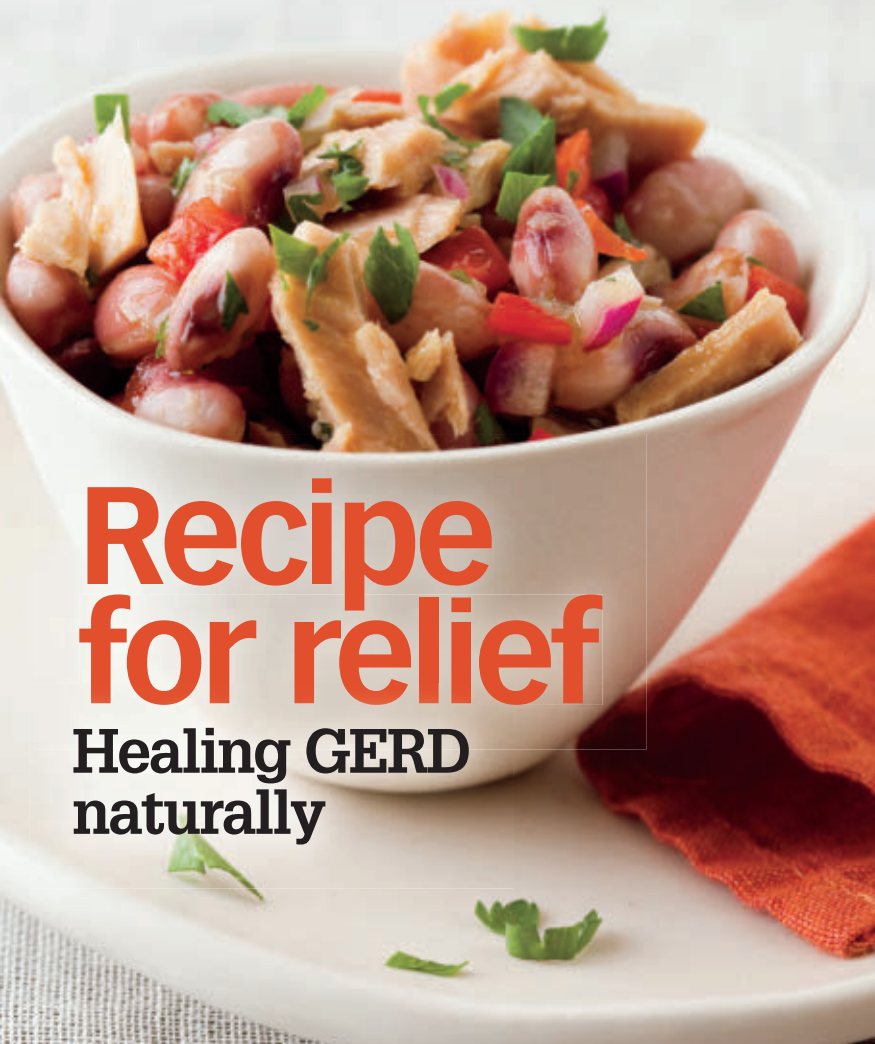
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Recipe for relief

Healing GERD naturally

By Carole Howell

GERD, WHICH STANDS for gastroesophageal reflux disease, is a condition in which acid from the stomach backs up into the esophagus because the valve at the top of the stomach is weak or damaged.

GERD is on the rise in the United States, perhaps because obesity in America is also on the rise. It's estimated that almost 23 million Americans report episodes of heartburn daily. Young adults may have GERD, but the over-50s suffer most.

In addition to painful heartburn, GERD can cause a number of more serious conditions. Inflammation of the esophagus from refluxed stomach acid can damage the lining and cause bleeding or ulcers—also called esophagitis. Scars from tissue damage can lead to strictures—narrowing of the esophagus—that make swallowing difficult. Over

time, the cells can lead to esophageal cancer, which is often fatal (see page 45). Persons with GERD and its complications should be monitored closely by a physician.

From Axiid to Zantac, several medications offer esophageal relief, but none are intended for long-term use and they should not be used for more than a few weeks at a time.

In his book *The Acid Reflux Solution: A Cookbook and Lifestyle Guide for Healing Heartburn Naturally*, board-certified gastroenterologist Jorge E. Rodriguez offers the following tips.

Modify your lifestyle. Prop up the bed, loosen your belt or bra, sit up straight and don't lie down for at least 30 minutes after eating. Avoid eating within three hours of bedtime. Keep a check on your weight, exercise and reduce stress. Establish a regular pattern of physical activity, but don't overdo it. Vigorous exercise can actually put enough pressure on the lower esophageal sphincter so that it releases and allows a surge of acid.

Eat to avoid reflux. Certain foods have been scientifically proven to trigger GERD. Among them are chocolate, coffee,

Tuscan Tuna and Bean Salad

You don't have to give up flavor to relieve your GERD. Remember to eat smaller portions and chew well.

- ¼ cup extra virgin olive oil**
- 1 tablespoon sherry wine vinegar**
- 1½ teaspoons freshly squeezed lemon juice**
- Salt and freshly ground black pepper**
- 2 tablespoons finely chopped red onion or minced shallot (leave out if onions cause pain)**
- ½ red bell pepper, peeled and diced**
- 1 garlic clove, crushed through a press**
- 2 tablespoons chopped fresh parsley**
- 3½ cups home-cooked or canned cannellini or black beans, preferably organic, rinsed and drained (see note)**
- 1 (5-ounce) can light tuna packed in olive oil, drained**

In a large bowl, whisk together the olive oil, vinegar and lemon juice. Season with salt and pepper to taste. Add the red onion, bell pepper, garlic and 1½ tablespoons of parsley. Add the beans and toss to mix. Crumble the tuna over the beans and fold to mix. Sprinkle the remaining ½ tablespoon parsley on top. Serve slightly chilled or at room temperature. Serves 4 to 6.

Note: If using canned beans, use 2 (15-ounce) cans. Opt for cannellini beans or a mix of cannellini and black beans. Avoid red kidney beans; they contain a chemical that can cause stomachaches and inhibits the absorption of the vital nutrient folate.

Reprinted with permission from The Acid Reflux Solution: A Cookbook and Lifestyle Guide for Healing Heartburn Naturally by Jorge E. Rodriguez, © 2012. Published by Ten Speed Press, an imprint of the Crown Publishing Group.

JENNIFER MARTINÉ

The Costco Connection

Costco warehouses feature foods for preparing dishes that are less likely to cause GERD. Also, Costco and the Costco pharmacies carry a variety of reflux medications.

alcohol and saturated fat. Foods such as onions, citrus fruits and spices can make an already inflamed esophagus more painful. Experiment with your diet and avoid foods that induce discomfort. Rodriguez recommends choosing natural, unprocessed foods, consuming less and eating more often. Eat slowly and chew well. Drink before or after your meal, instead of with your meal.

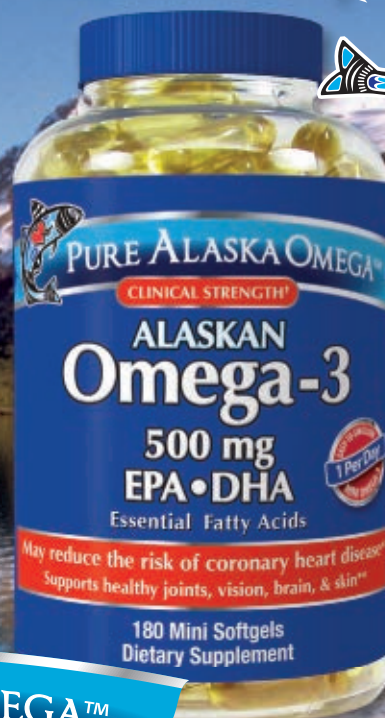
Reduce your medication. Taking proton-pump inhibitors to reduce the symptoms of acid reflux can prevent you from absorbing essential minerals such as iron and calcium. If you have been taking medication for more than six weeks, you should follow up with your physician and start making lifestyle and dietary changes.

"Whatever you do, don't throw up your hands and quit if you have another attack," says Rodriguez. "Considering how long you've already endured the pain, it's going to take more than a few days to return your GI [gastrointestinal] system to its natural health." ☐

Carole Howell, www.walkerbranchwrites.com, specializes in health and family writing.

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Is pet insurance worth it?

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CHRIS A. RUSNAK

MEDIA BAKERY

By Erik J. Martin

KATHY PAESANO'S 5-year-old daughter had one gift on the top of her Christmas list: a new puppy to replace the family's beloved bulldog that passed away two years ago. Unfortunately, Ginger, the bulldog pup that Mom bought from a pet store last Christmas Eve, developed pneumonia, parasites and jaw problems, forcing Paesano to pay more than \$4,000 in veterinary-care expenses.

Determined to keep Ginger alive and keep the vet bills from escalating, Paesano purchased pet insurance. While the policy costs \$63 a month and requires a \$500 deductible, she can now sleep better at night knowing that 95 percent of Ginger's non-routine healthcare expenses unrelated to her preexisting conditions will be covered.

"Pet insurance is absolutely worth it," says Paesano, a Costco member in Rockville Center, New York. "If I could do it all over again, I would have gotten coverage for my first bulldog."

Peace of mind for pet owners

Humans aren't the only ones facing skyrocketing healthcare costs. The price of veterinary service also continues to rise, which is why buying pet insurance can be a smart investment: Most pets get sick or injured at some point in their lives, and treatment for major maladies such as cancer, diabetes and hip dysplasia can run into the thousands.

Because providers, policies and stipulations can vary widely, researching and choosing a pet insurance plan can be a complex and confusing process. According to Kristen Lynch, executive director of the North American Pet Health Insurance Association in Chagrin Falls, Ohio, however, there are essentially about a dozen major

pet insurance companies that primarily issue three main types of policies:

- Accidents only—average monthly premium of \$10 to \$20 for dogs, lower for cats
- Accidents and illnesses (major medical plan) \$30 to \$40 per month, on average
- Wellness (vaccinations and checkups) plus accidents and illnesses—\$60 to \$75 per month, on average

Regardless of the tier, "most companies reimburse 80 percent of vet bills, with the owner co-paying 20 percent, and deductibles often start at \$100, but may rise gradually as the pet ages," says Lynch. "Some companies allow you to choose your deductible level to bring down or up the premium price."

Be aware that many companies deny coverage for preexisting conditions, specific treatments and procedures, and higher-risk breeds. Also, some plans may have payout limitations per incident, year and lifetime.

Not for everyone

Insuring your pet may sound like a smart strategy, but not everyone agrees. Just ask Michael J. Daugherty, who purchased pet insurance for two golden retrievers back in 2000. In 2004, however, after four years of annual rate creep that spiked the premiums on one policy from \$200 to \$500 yearly, Daugherty canceled the insurance.

"Continuing coverage didn't make financial sense anymore for what they were charging me," says Daugherty, a Costco member from Atlanta. "They priced me right out of the market."

Michele C. Hollow, a South Orange, New Jersey-based owner of two cats, also doesn't recommend pet insurance, especially for indoor cats.

CONTINUED ON PAGE 59

When it's time to shop

BEFORE SHOPPING for providers and plans, ask your vet and trusted friends who have pet insurance for recommendations, says Duffy Jones, a vet practicing in Atlanta and a Costco member.

"Look for a provider with a long history, not a company that just started, and compare prices and coverage carefully between companies," Jones says.

Finally, before making your choice, be prepared to ask several important questions of providers, including:

- What is and is not covered by the policy?
- What are the co-insurance and deductible options and charges?
- What are the coverage limits per year, incident and lifetime?
- How are preexisting conditions defined and handled?
- How are claims processed and when are they reimbursed?

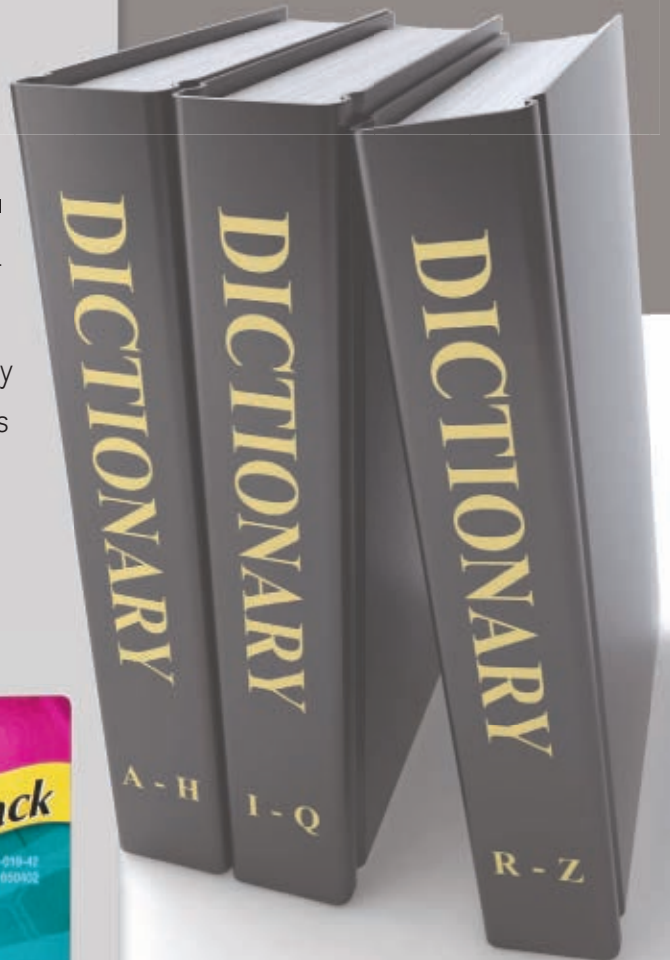
The American Veterinary Medical Association provides further tips on what to look for in pet insurance, plus a list of major providers, at tinyurl.com/bgrqsc3.—EJM

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Numbers that give paws

- Only 2 percent of pet owners in the U.S. have pet insurance.
- More than 1 million pets are insured in North America.
- In North America, 91 percent of policies cover accidents and illnesses, 7 percent cover preventive/routine care (wellness) and 3 percent cover accidents only.
- 85 percent of policies are for dogs, 15 percent are for cats and less than 1 percent are for exotic pets like birds and reptiles.
- Average annual household spending on veterinary services rose from \$60 to \$207 between 1998 and 2008.

The Costco Connection

Costco members can get many of their pet prescriptions filled at Costco pharmacies.

UNDERWRITING ROVER

CONTINUED FROM PAGE 57

"It is expensive," says Hollow, a Costco member. "Over the years, what we paid [out-of-pocket for pet healthcare] was less money than what we would have paid if we had insurance."

While she strongly believes pet insurance is worth it, Lori Griffin McPherson, a Costco member from Dallas with a rescued Shih Tzu mix named Presley, says she wishes she had secured coverage on day one instead of a year after getting her pet, which resulted in denial of coverage for several preexisting conditions.

"But we've had a couple of emergencies [since adopting Presley] where I didn't have to worry because I knew it would be covered," says McPherson. "Accidents and sudden illness is where [insurance] helps out the most. I have been very happy with our policy."

The best candidates

The best candidates for pet insurance may be owners with a pet that has a higher risk of getting sick or hurt and owners with less disposable income who might be less able to afford expensive surgery and treatment. Others who should contemplate coverage include "those who consider their pet as part of the family, because they can't imagine having to make a financial decision about their pet's health," Lynch says.



PHOTO:ISC

The bottom line, says Sheri G. Morris, a veterinarian from Keizer, Oregon, "is that pet insurance is not about recouping veterinary costs. It's about risk management against serious accidents and illnesses, and wise pet owners should understand that." [E]

Costco member Erik J. Martin is a Chicago-based writer.

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PHOTOS COURTESY OF CAMP ECHO



Kids at Camp Echo prepare pizza, chicken wraps and salad.

Camp directors credit popular shows such as Food Network's *Iron Chef* and Bravo's *Top Chef* with nurturing young foodies.

"The [campers] see chefs doing something that maybe they don't see too much at home. It sparks their interest," says Felecia Dupczak, a Costco member and camp pathway manager, who oversees camp directors of resident and day camps for Girl Scouts of Northern Illinois.

Dupczak says scouts especially like campfire cooking using tinfoil, cast iron and Dutch ovens. "Adults are there to help them," she says, "but otherwise they do it all themselves, and they really enjoy that."

Skill development

At many camps, every camper participates in one cooking unit, but some choose to focus on culinary activities throughout the

Kids are cooking

Culinary adventures at summer camps

By Christa Melnyk Hines

YOUNGSTERS MAY look forward to horseback riding, woodland hikes and songs around the fire at camp this summer, but many of them also crave an adventure that tempts the taste buds.

"Excuse the pun, but cooking has become one of the hottest areas of camp," says Jeff Grabow, a Costco member and camp director at Camp Echo. The traditional coed resident summer camp in Bloomingburg, New York, started focusing on more healthful foods and culinary activities about six years ago.

"A lot of people say, 'I don't know how to cook.' Everyone knows how to cook. It's just

being encouraged to try a little bit. Cooking ... is an essential life skill," Grabow says.

Regardless of what children may aspire to be when they grow up, culinary camps give them skills they can utilize, beyond being able to feed themselves. "Cooking helps our campers develop self-reliance and confidence, and helps develop real-world skills while doing an activity they enjoy," Grabow adds.

Kids at Camp Echo sample Jewish, Chinese, Mexican and Italian dishes and use tomatoes and herbs grown in the camp's greenhouse to prepare individual pizzas and strombolis in a pizza oven.

week. Children practice math by learning to multiply recipes to cook for large groups of their peers and problem-solve to accommodate different dietary requirements.

"They're also learning how to stick with something, work as a team, prepare under stress and [develop] patience as they wait for something to cook," Lauren Shapiro, a Costco member and camp pathway manager for Girl Scouts of Oregon and Southwest Washington, tells *The Connection*.

Camp directors hope children will continue to foster these life skills long after the last campfire is extinguished.



Healthy living

Camp O'Malley, a Boys & Girls Club camp near Grand Rapids, Michigan, enables hundreds of children, ages 6 to 17, from low-income families to attend camp. The campers participate in a healthy-living workshop, learning to integrate an active lifestyle with wholesome food choices and appropriate portions.

"During that time, [instructors] teach the kids how to make a healthy snack at home," says Becky Missad, camp director and Costco member. The kids bake breads and assemble snacks such as

fruit kebabs and cheese and crackers. "It's not intense cooking," Missad says, "but something for their age level and something that's simple for them to do."

Whether they're learning persistence and confidence with each successful recipe, or how to make healthier food choices, this year's campers are learning life skills that will last beyond their summer tans.

Camps tend to fill up early, so be sure to research camps in advance to ensure your child gets a spot. To find camps featuring culinary activities, visit www.acacamps.org or www.summercamps.com. 

Costco member Christa Melnyk Hines is a freelance journalist and author. She and her husband share their love of cooking and food with their two sons, ages 6 and 8.

"Cooking helps us be creative," says Jenna Prosen, 12, who attended Camp Echo last summer. "I have been able to take cooking skills [such as kitchen safety] that I learned at camp and use them at home."

Shapiro encourages parents to invite their kids to help plan menus, shop for groceries and prepare meals.

Dietre Griesinger, 7, loved making pizza and scrambled-eggs-in-a-bag at Camp Dean, a Girl Scout camp in northern Illinois, last summer and practices at home when she can. She says, "I like to cook cheesy potatoes and [also] spaghetti with my mom."

Passing the taste test

Even picky eaters typically taste at least one new food before leaving camp. "It's fun to eat something that you created, designed and had a role in [preparing]," Shapiro says.

Grabow agrees. When he took a group of fourth graders fishing as part of an "outdoor adventure cooking" expedition, they tried the fish "because they [caught] it, they cleaned it and they cooked it."

Often campers sample new foods because they see their friends trying them. Last summer, Shapiro's young chefs chose to prepare sushi and pad thai, which many of the campers had never eaten before. "One girl thinks it's cool, then everyone else thinks it's cool," Shapiro says.

The Costco Connection

Whether your young campers are headed into the backyard for an overnight adventure or spending a week at a summer camp, Costco warehouses carry a variety of foods to help develop culinary interests beyond s'mores.

Tinfoil Dinners (Pocket Stew)

1 pepper
1 onion
2 carrots
2 potatoes
Aluminum foil

1 uncooked hamburger patty or precooked piece of chicken
1 to 2 tablespoons margarine or butter
Salt and pepper to taste

Chop the pepper, onion, carrots and potatoes into 1 to 2-inch pieces. Take a large piece (at least a 12-inch square) of heavy-duty aluminum foil and lay it flat on the table. Place an uncooked hamburger patty or precooked chicken in the center of the foil. Top the meat with the chopped vegetables. Add 1 to 2 tablespoons of margarine or butter and salt and pepper to taste. Wrap tightly in the foil. You may need a second piece to seal in all the vegetables. Place the packet on coals for 15 to 20 minutes, turning after about 10 minutes. Check the packet to make sure that the meat is cooked and vegetables are soft. Makes 1 serving.

Courtesy of Girl Scouts of Northern Illinois.

Cucumber Bread

3 eggs
2 cups sugar
2 cups grated, seeded, peeled cucumbers
1 cup vegetable oil
1½ teaspoons vanilla extract
3 cups all-purpose flour

1 cup chopped nuts
1½ teaspoons ground cinnamon
1 teaspoon baking soda
1 teaspoon salt
¼ teaspoon baking powder

In a bowl, beat eggs. Beat in sugar, cucumbers, oil and vanilla until well blended. Combine the remaining ingredients; add to cucumber mixture and beat until just combined. Pour into two greased 9 x 5-inch loaf pans. Bake at 350 F for 60 to 65 minutes or until a toothpick inserted near the center comes out clean. Let the bread cool in the pans on wire racks for 10 minutes before removing. Makes 2 loaves.

Courtesy of Camp O'Malley (Boys & Girls Club camp).



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From orchard to table: Cherries

By Hana Medina

WHETHER THEY'RE EATEN as the centerpiece of a freshly baked pie or straight out of the container, cherries now are being enjoyed by those who have long awaited another season. But what does it take to bring these red gems to members' tables? *The Connection* sat down with Costco fresh-foods buyer Keith Neal to find out.

Where they're from

Cherries, strange as it may seem, are members of the rose family. They are primarily grown on the West Coast, with the majority of Costco's summertime inventory hailing from California and eastern Washington.

While there is only one cherry harvest season in the U.S., May to August, you can also find them in warehouses from November to January, when they are imported during harvest seasons in the Southern Hemisphere.

Last year, Costco sold 17 million pounds of cherries in the U.S.

Choices, choices

There are two types of cherries: tart and sweet. Tart cherries are the smaller of the two, and are considered the best for baking and preserves due to their high acidity and low sugar levels. Tart cherries, typically the Montmorency and Morello varieties, range in color from light to dark red. They are grown primarily in Michigan and other parts of the Midwest.

Sweet cherries are the best type for eating fresh: Their higher sugar content makes them more pleasing to the palate than tart cherries, which taste sour when eaten raw. They can be a great addition to salads or turned into a sweet topping for pork chops. Their colors range from the yellow Rainier to the near-purple Bing. Costco carries mostly sweet cherries in the following varieties: Tulare, Bing, Skeena, Sweetheart and Rainier. Other varieties may also be available in limited quantities.

How they're grown

It starts with planting a cherry tree, combined with a whole lot of patience; it takes six to seven years before the trees produce enough cherries for commercial consumption.

Sweet cherries are picked by hand in the early morning, since high afternoon temperatures can cause them to spoil faster. "Once a cherry is picked, it is no longer protected from the heat, so you need to cool it down as quickly as possible," Keith tells *The Connection*.

After the cherries are cooled, they are

sorted in packaging sheds for quality, firmness, color and size before they're packed and shipped to their destinations.

Crop vulnerabilities

Rain is one of cherries' biggest enemies. During blooming season rain can reduce the effectiveness of pollination, and rain close to harvest can cause the cherries to split. "Weather can knock us out of a growing region due to our quality standards. Fortunately, there are many microclimates," says Keith.

Costco would carry more organic cherries if they were available. "It is a three-year process to certify an orchard as organic," says Keith. "Because cherries are so volatile, it is difficult for farmers to control pests using certified organic methods. If they lose control, they risk losing the orchard. If they resort to conventional methods, the orchard instantly loses its organic certification. For these reasons, only about 1.5 percent of the cherry crop is certified organic."

Health benefits

While cherries are simply delicious, there are other benefits to adding them to your family's diet. Many medical studies laud the healing properties of tart cherries, which have been found to alleviate muscle soreness, sleepless nights and pain caused by arthritis and gout. Cherries are also a nutrient-dense food: They are loaded with potassium, vitamin C and fiber, and have anti-inflammatory and antioxidant properties.

When you're looking for cherries this season, make sure they are firm, plump, glossy and still have stems attached. And keep your eyes peeled for different varieties during their two seasons in warehouses. [E]



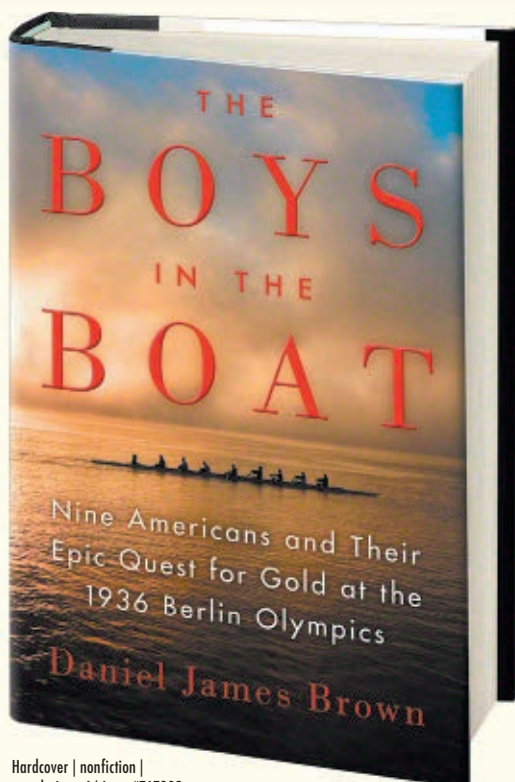
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The Costco Connection

Cherries are available in most warehouses from May to August and November to January. For fresh ideas on cooking with cherries, visit Costco.com and click on "Recipes The Costco Way."



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▶ Scan or click *The Boys In The Boat* for a video (see page 5).

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Dis-still life

Dan Aykroyd and the Crystal Skull

By Todd Aaron Jensen

IT'S 11 A.M. at House of Blues Los Angeles, too early to drink, but Dan Aykroyd—boasting more hyphens on his résumé than Leonardo da Vinci—is plenty spirited. Preternaturally energetic, speaking in a militant, staccato voice, the actor-comedian-writer-producer-director-musician, now also a purveyor of fine beverage alcohol, is riding a natural high.

Dan Aykroyd's Crystal Head Vodka, launched in 2007, is enjoying a superlative reception worldwide, and is now the exclusive, official vodka of the Rolling Stones' 50th anniversary. (Costco will carry the deluxe Crystal Head–Rolling Stones package in most warehouses.) Though this veteran of *Saturday Night Live*, *The Blues Brothers* and *Driving Miss Daisy* is prepping for the late-summer production of the long-delayed *Ghostbusters 3*, it's the premium vodka in the indelible crystal skull that's really got him psyched at the moment. Sitting at his favorite spot, table 945 in the third-floor Foundation Room, of the storied nightclub, Aykroyd stirs a fine cocktail of things past, present and future.

CC: How is Crystal Head different from other vodkas?

Dan Aykroyd: The thing is, most vodkas don't really taste like vodka. They have these additives, which, first, disguise and mask the flavor of the alcohol; and second, produce a viscous, oily, front-of-the-mouth feel, which is very artificial; and third, they add a sweetness. To achieve this, three things are traditionally added to many of your

commercial vodkas, and they are as follows: glycol, a straight coolant, which was used in World War II on the Griffin and Merlin engines of the Spitfire; citrus oil, which my local pest control operator uses as a bug exterminator; and then they add straight, unrefined sugar, sometimes full of microbes, and you just don't need more sugar molecules in your alcohol. So we decided to take a shot, so to speak, and change the industry. It's not what we put in Crystal Head Vodka; it's what we don't put in it.

CC: The reception has been ecstatic.

DA: I was driving down the highway last year and my business partner called and said, 'We've won the World Spirits Competition in San Francisco. The guy's given us a 90-plus rating, and here are the notes: 'sweet, vanilla, dry, crisp, with a kick of heat off the finish.' I had to leave the highway. This is exactly what we wanted to achieve! And recently, at the Prodexpo in

Moscow, the biggest Eastern European bar show, over 400 vodkas were entered, and we won a gold medal for excellent taste. If Russians don't know superior vodka, who does? Another spectacular vindication of the pure spirit! Best-tasting vodka in Russia? Thank you very much.

CC: This is not the first time you've collaborated with the Rolling Stones.

DA: The Blues Brothers actually opened for the Stones once, many years ago, in Chicago. They had us turned way down, because nobody plays loud at a Stones show but the Stones. There were 20,000 people there. So I can say I opened for the Stones. I'm not going to say that it was only once and they had us turned down and it was only six songs. I opened for the Stones, and this summer, I'm going to mix drinks for them. 🇺🇸

Todd Aaron Jensen is a Los Angeles-based award-winning journalist.

The Costco Connection

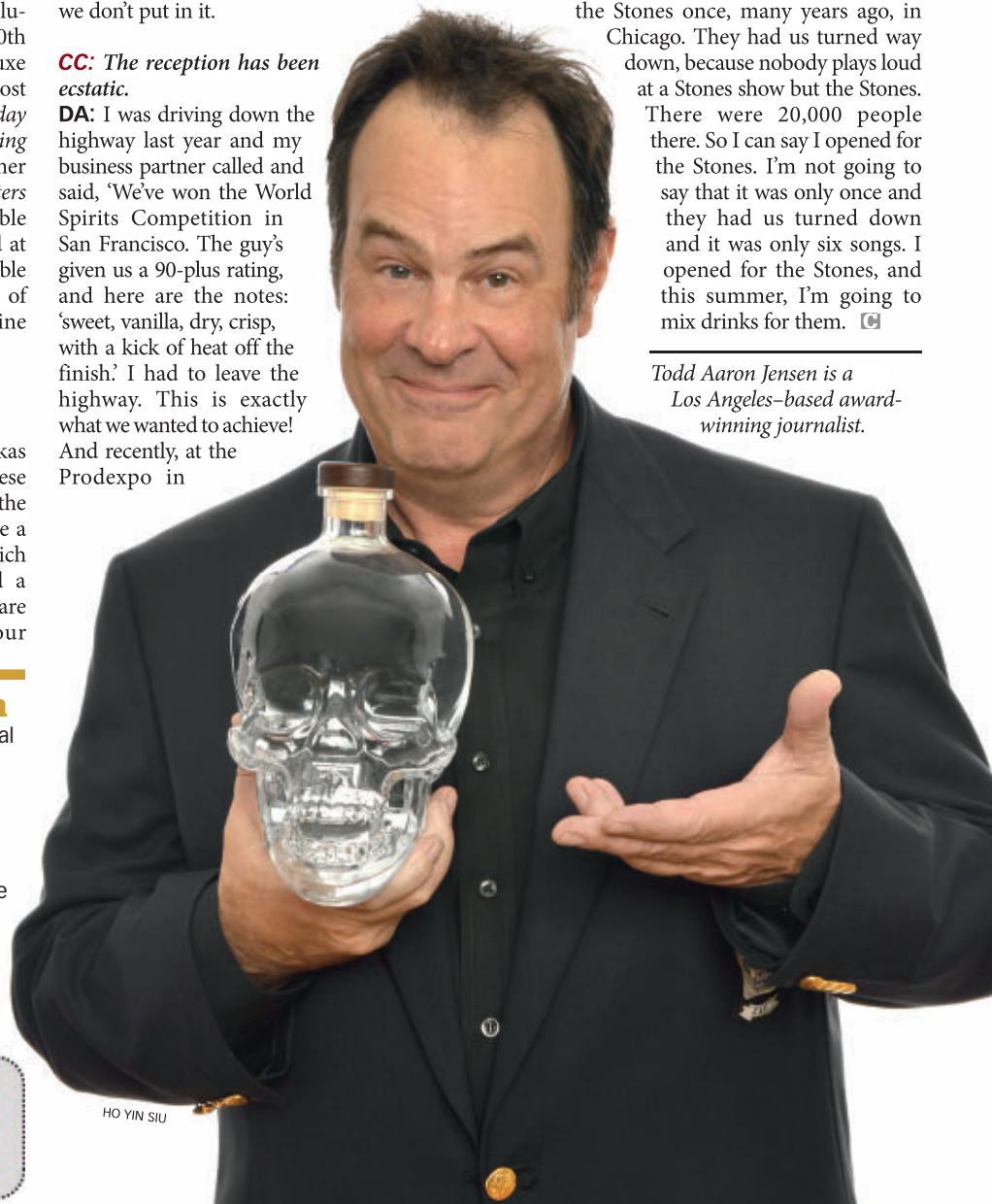
The Rolling Stones 50th Anniversary Crystal Head Vodka Package, available at Costco:

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- ✿ A Rolling Stones double CD of exclusive live hits
- ✿ A crystal bottle stopper engraved with the Rolling Stones logo
- ✿ A 50th-anniversary-logo gold bottle tattoo



Tablet or smartphone?

Scan or click here to see a video of Dan Aykroyd talking about Crystal Head Vodka. (See page 5 for details.)



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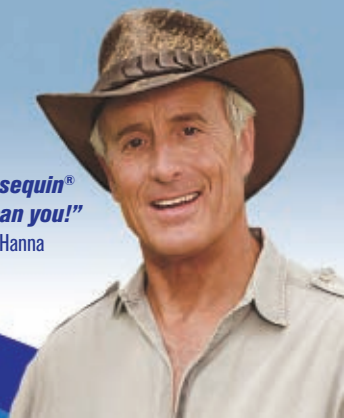
[▼]Sources: Survey conducted in November 2009 of small-animal veterinarians who recommended oral joint health supplements.
Survey conducted in April 2012 of equine veterinarians who recommended oral joint health supplements.

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Time traveler

Novelist Steve Berry creates a future from the past

By J. Rentilly

BOGGED DOWN by decades of legal derring-do and wrangling as a lawyer in divorce cases and criminal trials, Steve Berry was looking for a different kind of cliffhanger. “Court was exhausting. I was constantly seeing people at their worst,” he remembers. “I began writing novels as an escape. I wrote what I loved—action, adventure, secrets, conspiracies, international settings—to get away from the courtroom.”

And so Berry knocked out a trio of novels between trials, collecting 85 rejection notices over a dozen years before Dan Brown’s *The Da Vinci Code* reopened the floodgates for the lawyer’s favorite kind of story. “The international suspense thriller died in the early ’90s with the Cold War,” Berry recalls. “Until *Da Vinci Code* happened, and then every publisher needed one of those books. With [2003’s] *The Amber Room*, I was in the right place at the right time after 12 years of being told to go away.”

Today, Berry is an international best-seller, his 12 novels—including *The Jefferson Key*, *The Charlemagne Pursuit*, *The Templar Legacy* and the just-published *The King’s Deception*—having sold more than 15 million copies worldwide. *The King’s Deception* is front-loaded with treachery, intrigue, espionage and a centuries-old mystery about Elizabeth I that could rock Great Britain to its royal foundation.

The Costco Connection

The King’s Deception is available in most Costco warehouses.



“All of us are looking for things we’ve lost, somehow, some way.”

—Steve Berry

Berry says there are two keys to his success with readers. “I’m fascinated by these things from history that appear to have gone lost, that we know little about. Where did the body of Alexander the Great go? What happened to the Library of Alexandria? So I always have that cool thing from the past, which I call an ‘ooh factor.’ They are designed to make the reader go ‘Ooh, cool,’” he tells *The Connection* from his home in Florida. “But then there’s the ‘So what?’ How does that cool thing from the past impact the world today? I have to make the connection from the past to the present, so that the stakes are very high and very present.”

Berry, who left his law practice four years ago to write full time, uses exhaustive research to flesh out his novels, scouring hundreds of sources for “nuggets” to enhance the narrative. He writes with great discipline, at least five days a week, working on three novels simultaneously, employing the diligence and dedication he says he learned in Catholic school as a boy. “Every day, I hear those nuns in my head,” he says. “They were tough, man. But you have to have discipline. With writing, you never walk away.”

Berry’s surrogate for the journey through international treasure hunts and enigmas is one Cotton Malone, hero of *The King’s Deception* and seven other Berry novels. “He walks like me and he talks like me,” confesses Berry. “But he’s better looking and he shoots guns and does all sorts of cool things I’d never, ever do. But he’s basically me.”

When Berry isn’t writing, he’s teaching writing workshops through his History Matters (<http://history-matters.org>) nonprofit foundation. He in turn donates all payments

KELLY CAMPBELL

CONNECTION EXCLUSIVE

Steve Berry shares his passion for historic preservation and why it's meaningful in all of our lives.

History matters

By Steve Berry

MY THRILLERS center on a common theme: Something vital, lost or forgotten in the past, must be found today. That something varies from book to book—things such as the body of Alexander the Great (*The Venetian Betrayal*) or a forgotten clause in the Constitution (*The Jefferson Key*).

While things lost or forgotten make terrific fodder for suspense novels, in reality they can be far more tragic. More than 4.8 billion artifacts are currently held in public trust by more than 30,000 archives, historical societies, libraries, museums, research collections and archaeological repositories around the United States. A lack of funding currently places more than a third of these items at risk of being destroyed. That's why, in 2009, my wife, Elizabeth, and I started our foundation, History Matters.

During the past three years we've traveled coast to coast, working with both local communities and professional entities on more than 60 projects, raising nearly

for these classes to the preservation of museums and libraries, and other historical preservation projects. "I've made every mistake a writer can make, so what I do is give the students 12 years of experience in three hours so they don't have to make the same mistakes I did," he says. "And we're raising money for libraries, museums, historical projects and preservation."

Berry hopes the novels themselves, designed first and foremost to entertain, also tantalize readers into more deeply investigating the world and its mysterious riches themselves. "All of us are looking for things we've lost, somehow, some way," he says. "But history is out there, and maybe it holds some answers for us. I'm hoping readers will finish one of my books and then hit the search engines to learn more about the world. Sometimes the best escape is to learn more about something you don't know." [H]

J. Rentilly is a Los Angeles-based writer.



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\$500,000 for historic preservation. We've been able to help places such as the Lincoln Log Cabin in Lerna, Illinois; historic cemeteries in North Carolina and Georgia; the Mark Twain House in Hartford, Connecticut; museums in Washington and California; and the rare book collections of the Library of Virginia and the Smithsonian Libraries.

As I did in 2012, in 2013 I am serving as the national spokesman for the American Library Association's National Preservation Week. Natural disasters such as Hurricanes Katrina and Sandy have brought into focus the importance of preservation—not only in established institutions, but right at home. Look around your house. There are countless photographs, newspaper clippings, letters, heirlooms, keepsakes and memorabilia. Imagine if these were lost forever, never to be seen or held again. History comes alive when you're able to not only read about the past, but touch the artifacts, enjoy the images and study the actual words.

After all, for most of us history starts with simply learning about family or community. A concerted effort to preserve our heritage is a vital link to cultural, educational, aesthetic, inspirational and economic legacies—the things that quite literally make us who we are. Preservation Week brings all of that into focus.

I've also been honored to serve on the Smithsonian Libraries Advisory Board. The Smithsonian maintains 20

libraries with more than 2 million volumes, all of which are available for public use. Included within that collection are 40,000 rare books, many of which are in dire need of restoration. The Smithsonian Libraries' Adopt-a-Book Program was established to preserve these precious books and manuscripts and to allow for acquisition of other important volumes.

One of our History Matters projects involved a writer's workshop conducted at the National Museum of Natural History in Washington, D.C. Elizabeth and I taught the craft of writing for four hours. Writers came from all over the country, and the money raised was applied to the Smithsonian's Adopt-a-Book Program. Once a book has been restored, a bookplate is added that forever memorializes the donor. Four now bear the name History Matters. (It's pretty cool—and you too can adopt a book. Information is available at <http://donate.sil.si.edu>.)

In school, history can seem the most tedious of subjects: so many facts, names and dates that mean little to nothing. But history is not something obscure or unimportant. In fact, it plays a vital role in our everyday lives. We study our past in order to achieve greater influence over our future. It is

from history that we learn what to champion and what to avoid. Decision-making around the world, every day, is based on what came before us.

Why?

Because history matters. [H]



Relax on Father's Day



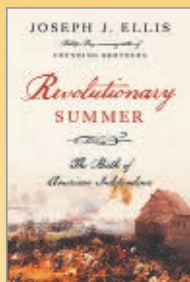
Monkey see, monkey do!

The beloved Carl Hiaasen is back, crafting a wickedly funny, pointed tale in which the greedy

attempt to get their paws on pristine land in Florida—and now the Bahamas, too. Throw in an eclectic crew of characters, plus an unforgettable primate, and you have Hiaasen at his very best. Be sure to look for these other Hiaasen books and more.



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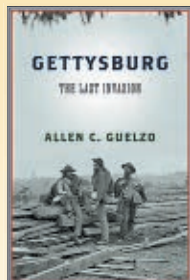


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Pulitzer Prize-winning historian Joseph J. Ellis examines the summer of 1776, reviewing the events and the

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The greatest Civil War battle

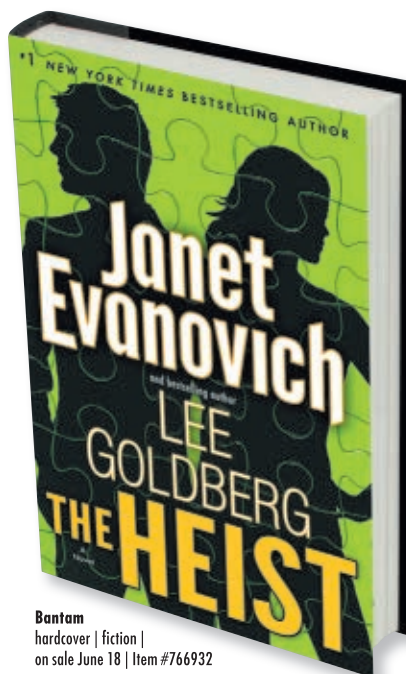
Acclaimed Civil War historian Allen C. Guelzo presents a rich and intimate account of the battle of Gettysburg—showing the faces,

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The best-selling author of the popular Stephanie Plum novels teams up with talented television writer Lee Goldberg for the first adventure in a hot new series. Kate O'Hare is an FBI agent who always gets her man. Nicholas Fox is a fearless con man who lives for the chase. And Kate wants him—in more ways than one. Now they must team up to catch a corrupt investment banker who's hiding on a private island in *The Heist*.

A showdown with evil

This time it's the living who need Odd Thomas on their side, as three innocent people will be executed unless he can intervene in time. The only thing Odd knows for sure is who the killer will be, so he must embark on an interstate game of cat and mouse. When he learns that his adversary's abilities surpass even his own, it becomes clear that this may be his final journey.

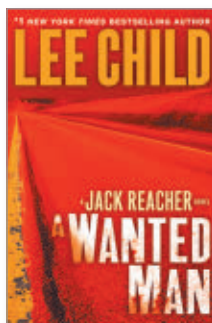


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Jack Reacher is back!

Four people in a car are hoping to make it to Chicago by morning. They've left behind a mysterious murder victim and few clues. All Jack Reacher wanted was a ride, but when he stuck out his thumb he hitched much more—linking him to a massive conspiracy that makes him a threat to both sides. Nothing is what it appears to be in *A Wanted Man*.

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A high-stakes diplomatic face-off



As a favor to a former boss, Cotton Malone and his 15-year-old son, Gary, escort a teenage fugitive back to England. Greeted at gunpoint on arrival in London, both the fugitive and Gary disappear. Malone

soon discovers that Gary has become a pawn in a twisted game of revenge in this gripping international adventure, *The King's Deception*.

Ballantine | hardcover | fiction | on sale June 11 | Item #766881

The real deal

Author finds true success with novel about forged art

By Hope Katz Gibbs

"I'M A COWARDLY writer," admits Barbara "B. A." Shapiro, author of the critically acclaimed best-seller *The Art Forger*. It's a twisty tale about the largest unsolved art theft in history: more than a dozen paintings that were stolen from Boston's Isabella Stewart Gardner Museum in 1990.

"Some writers sit down and begin a novel without knowing where it will end, trusting the process to bring their story to a satisfying conclusion," explains the author of six novels and one nonfiction title. "But not me. I need an outline that allows me to believe my idea might be transformed into a successful novel. I need a working plot. Which is why it takes me so long to get from the first glimmer of an idea to a complete manuscript."

The good news for readers is that Shapiro fell in love with Isabella Stewart Gardner back in 1983. True, the heiress died in 1924, but when two men dressed as police officers broke into her museum and stole 13 pieces of art that today are worth more than \$500 million, Shapiro knew she had plenty of juicy details to work with.

But wasn't the topic too vast and complicated? Wouldn't someone else beat her to the publishing punch? Or, perhaps, the mystery would be solved before she could finish writing a book about the heist.

Shapiro's doubts kept the idea for her literary thriller tucked in her imagination as she wrote other books, raised two kids and got a Ph.D. in sociology. She also spent years teaching creative writing at Northeastern University.

Then one day, 19 years after Rembrandt van Rijn's *The Storm on the Sea of Galilee*, Vermeer's *The Concert* and the other artworks had been taken and remained in hiding, Shapiro had a breakthrough.

"I was ruminating on how difficult life was for anyone in the arts, and feeling more than a bit sorry for myself, [and] my missing link appeared in the form of a question: What would any of us be willing to do to secure our ambitions? Unknown artists, famous artists, collectors, brokers and gallery owners? Me? Isabella Stewart Gardner herself?"

Shapiro expanded her cast of characters and gave each one a temptation their egos couldn't resist.

The result is a 355-page read that includes a Faustian bargain for Claire Roth, a talented young Boston artist who agrees to forge a Degas painting in exchange for a gallery show. When she begins to suspect that the Degas in her studio may be the original stolen during the 1990 robbery, she begins an investigation that uncovers secrets about the relationship between Degas and Isabella Gardner. Thievery, romance, danger and intrigue ensue. Honestly, this book is impossible to put down.

Who could ask for more?

Shapiro, perhaps, who at 61 struggles with the mystery of why some authors hit the big time, while others take decades, if ever, to realize their dreams of writing a best-seller.

"It is bizarre, after all of these years, to have it happen now—and it is just blowing me away," Shapiro tells *The Connection* from her home office in Boston. "I have some friends who made it really early in their careers and then they spend the rest of the time trying to keep up with their first books."

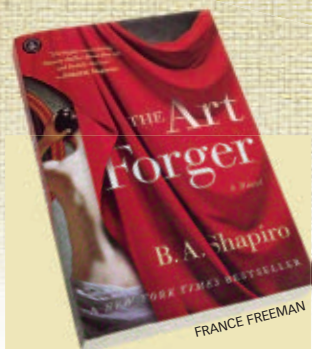
"Yes, I feel like I 'deserve' this success in the sense that I've worked really hard and I think I wrote a pretty good book. But I also know many people who have worked just as hard and have written good—if not better—books, and they aren't getting this gift. I chalk it up to the whims of fate, and a big chunk of luck." ☐

Hope Katz Gibbs lives in northern Virginia with her husband, illustrator Michael Gibbs.



B. A. Shapiro

LYNN WAYNE



IN MARCH OF this year I heard a story on NPR about how FBI agents think they know who's behind the Isabella Stewart Gardner Museum art heist in 1990—although at press time they still haven't divulged any names. While the theft is fascinating on its own, I love that B. A. Shapiro used that mystery as a springboard for the captivating story she tells in this month's Book Buyer's Pick, *The Art Forger*.

Claire Roth, a young artist, makes a deal to copy a famous work of art—one stolen from the Gardner's collection—in exchange for a one-woman show at a prestigious art gallery. Shapiro's examination of blind ambition is a fresh look at what any of us would do to get what we most want out of life.

(Available now, Item # 769571.)

For more book picks, see page 75.



Tablet or smartphone?

Scan or click the book's cover to watch a video about the book. Scan or click here to enter the giveaway in our digital newsstand and online editions. (See page 5.)

Signed book giveaway

COSTCO HAS 50 SIGNED COPIES of B. A. Shapiro's *The Art Forger* to give away. To enter, go to Costco.com, search for "JunBookPick" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: B. A. Shapiro, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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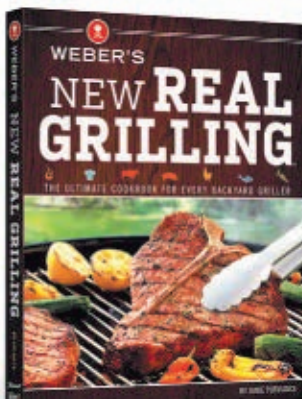
Pennie Clark Ianniciello, Costco book buyer

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House

Sunset



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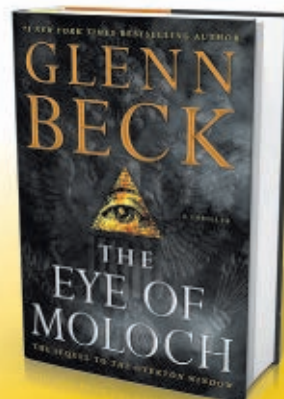
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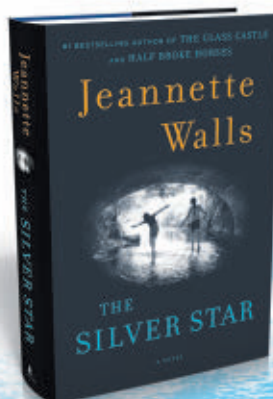
Jeannette Walls

#1 best-selling author of
The Glass Castle

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June

Book buyers' picks

NONFICTION

***Eisenhower in War and Peace*, by Jean Edward Smith.** I'm not much of a fan of reality TV, and biographies such as this one are the reason why. History is packed with interesting people, and this title means I can't think of a better time to reflect on our 34th president and his place in our country's history. The book traces Eisenhower's life from his youth, through service in two world wars and finally his presidency. I found it particularly interesting that after peace was achieved in Korea, not one American serviceman was killed in action during his presidency.

—Chris Burns, inventory control specialist, books

***Catherine the Great*, by Robert K. Massie.** History has its share of important and powerful women, but there was only one Catherine the Great. Her story is as interesting as she was powerful. Born a princess to a German family with little money, she married her second cousin shortly after she turned 16. Less than 20 years later she was named empress after a bloodless coup. Her reign, the longest of any female Russian leader, is often considered the golden age of the Russian Empire.

—Beth Alley, inventory control specialist, books

***The Ice Cream Bible*, by Marilyn Linton and Tanya Linton, and *The Juicing Bible* and *The Smoothies Bible*, by Pat Crocker.** While most people start craving ice cream on a sunny warm day, it is my all-season, all-purpose comfort food. *The Ice Cream Bible* is about as ideal as a cookbook can get for me. The 200 recipes cover everything from chocolatey or fruity flavors to gelatos and low-fat options. *The Juicing Bible* and *The Smoothies Bible* also offer delicious and healthy ways to make the best use of all of the great summer produce that's available right now.

—Jonna Erickson-Outlaw, assistant buyer, books

JUVENILE

***Middle School: How I Survived Bullies, Broccoli, and Snake Hill*, by James Patterson, Chris Tebbetts and Laura Park.** Rafe Khatchadorian is ready to trade in the drudgery of the school year for some fun at summer camp—until he finds out that he's going to summer school camp. One of his cabin mates is a boy nicknamed "Booger Eater," but Rafe soon learns that there is more to a person than a nickname. The fourth title in this popular series will be available at the end of the month.

—Lindsay Bubitz, assistant buyer, books



The spy who was me

By Fran Schumer

YOU WOULD THINK that after 33 years in the CIA, Jason Matthews would have had his fill of international espionage and treachery. Not so. After retiring from what was the Directorate of Operations and is now the National Clandestine Service, Matthews, 60, sat down and wrote *Red Sparrow* (available this month in most warehouses), a spellbinding thriller packed with stories based on agents, moles and tradecraft similar to the kind he had encountered in real life. Like

John le Carré and Ian Fleming in their time, Matthews followed the age-old advice to "write about what you know." Why not a memoir? "I wanted to cover more ground than I could if I were just writing about myself," Matthews says from Southern California, where he and his family now live.

To his delight, Matthews, whose job in the CIA mostly involved recruiting foreign agents, found writing somewhat easier than intelligence work. Every day, from 6 a.m. until at least noon, he wrote—mostly for therapy, but also because there were things he wanted to share. If there is one piece of information he wants people to know, it is that under its current president, Vladimir Putin, Russia is as corrupt and intent on global dominance as it was prior to the collapse of the Soviet Union.

The novel, which takes place in Russia, Washington, D.C., and various European capitals, features American CIA officer Nathaniel Nash and his steamy, and sometimes heartbreaking, interactions with



Jason Matthews

DAVID MOORE

Dominika Egorova, a former ballerina trained in the art of "sexpionage"—the use of sex to ferret out secrets from agents. A wise and loyal former Russian spy, code-named MARBLE, is the unforgettable heroic mole around whom the plot revolves.

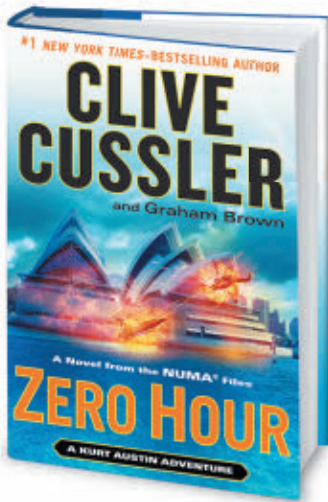
Matthews' wife, Suzanne, also worked for the CIA, from which she too is now retired. As tandem officers, they worked in almost a dozen countries, which had at least one obvious effect on their two now-grown daughters: "They've both been bitten by the foreign-travel bug," Matthews says.

Compared with his characters, Matthews currently lives a more conventional life. In addition to traveling—for pleasure, these days—he spends his time playing tennis, cooking (using recipes from places that figure in the book) and writing his next novel, in which Nathaniel and Dominika meet again. Stay tuned.

Fran Schumer is a writer who lives in New Jersey.



New summer reads from PENGUIN

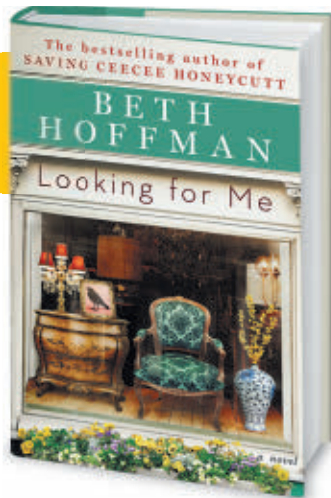


ZERO HOUR
Clive Cussler

Putnam |
Hardcover |
Fiction |
On sale May 28 |
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The #1 *New York Times* best-selling and “spine-tingling” (*Chicago Tribune*) series returns. A dramatic new source of energy could save the world—or, in the wrong hands, destroy it. Can the NUMA team stop it before it’s too late?

**LOOKING
FOR ME**
Beth Hoffman



**Pamela Dorman
Books |**
Hardcover |
Fiction |
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From the *New York Times* best-selling author of *Saving CeeCee Honeycutt* comes the moving story of a Southern antiques dealer who returns home in search of her long-lost brother ... and herself.

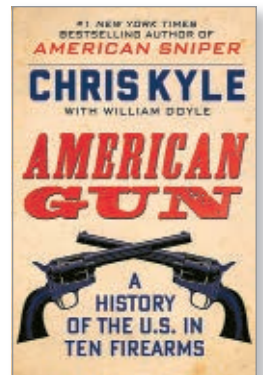
“Sure to be a big hit—and to spark fabulous conversations with friends and book clubs.”

—Claire Cook, *New York Times*–bestselling author of *Time Flies*



The role guns have played in our nation’s history

At the time of his tragic death, former Navy SEAL Chris Kyle—one of the top snipers in U.S. military history—was finishing a remarkable book that retells American history through the lens of a selected list of firearms. Drawing on Kyle’s unmatched firearms knowledge, *American Gun* masterfully reveals how these legendary guns settled the West, kept law and order, defeated tyranny and changed history.

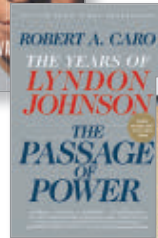
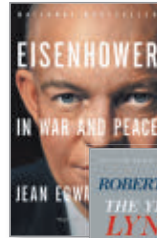


William Morrow | hardcover | nonfiction |
on sale June 4 | Item #766874

Only the best for Dad

Great men deserve great books, and Costco has an excellent selection for Father’s Day. Inspirational reads include *Eisenhower in War and Peace*, named one of the best books of 2012 by the *Christian Science Monitor*. Historian H.W. Brands reconsiders

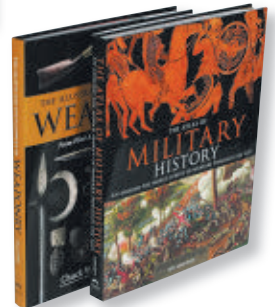
Ulysses Grant’s legacy in *The Man Who Saved the Union*. And acclaimed historian Robert A. Caro takes readers from the Senate to the presidency in *The Passage of Power*.



**Random House | Vintage
Anchor Books |** paperback | nonfiction
| available early June | Item #766891

Cool gift ideas for dads

From the Stone Age to the present day, men have used weapons to defend themselves. *The Illustrated Encyclopedia of Weaponry* is a comprehensive look at how weapons have evolved. And *The Atlas of Military History* offers a fascinating look at war and how it has changed over time, providing an extensive portrait of our conflicts and resolutions.



Thunder Bay | hardcover | nonfiction |
available now | Item #766687



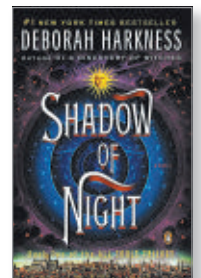
Riverhead | paperback | fiction |
available early June | Item #766930

A girl, her escort and a summer of transformation

Years before she became a famous silent-film star and icon of her generation, Louise Brooks left the Midwest for New York City, accompanied by a 36-year-old stranger who has her own surprising reasons for making the trek. The five weeks they spend together will transform their lives forever.

A much-anticipated sequel

The second thrilling installment in the *All Souls* trilogy takes reluctant witch Diana Bishop back in time to Elizabethan London, where she must try to fit in as she searches for a skillful witch to tutor her in magic. All the while, Matthew’s past tightens around them. Don’t miss the enchanting *Shadow of Night*.



Penguin | paperback | fiction |
on sale May 28 | Item #766920

WAREHOUSE ONLY

Truth, be told

Jeannette Walls' new novel takes on bullies and bravery

By Judi Ketteler

JEANNETTE WALLS HAS always had trouble making things up.

"I've always been dazzled by people whose minds will go places that mine won't," says Walls, the author of the best-selling memoir *The Glass Castle*. In writing her own story, she didn't have to invent any imaginary worlds: There was more than enough to work with ("I had the incredible gift of a really wacky mother and father," she says). And while her second book, *Half Broke Horses*, is technically fiction, her original goal was to write a memoir written from her grandmother's point of view. It's fictionalized in that Walls doesn't know if she has all the details exactly right. But it's not exactly plucked from her imagination, she says.

Her latest book, *The Silver Star*, is her first work that started as fiction and solidly belongs in the fiction genre. But at its heart, it's inspired by many different things in Walls' own life: things she witnessed, conversations and even experiences she had that she wanted to put in *The Glass Castle*, but that didn't quite fit.

Maybe this stitching together of real and imaginary is what all novelists do, she says. But even though Walls gave up her celebrity gossip beat a few years back, she still thinks of herself more as a journalist than as a novelist. "I'm an observer," she tells *The Connection* from her home in Virginia.

To fight or not to fight

The Silver Star, set in 1970, follows two sisters, Bean, 12, and Liz, 15, whose eccentric mother and pick-up-and-go lifestyle definitely feel *Glass Castle*-esque. The girls are smart, spunky, resourceful and the best of

friends. After their mother takes off to "find herself" for a few months, the sisters decide to travel cross-country by themselves from California to small-town Virginia to live with their mother's brother.

That's where they meet Jerry Maddox, a classic bully and sexual abuser. As the manager of the local mill, he holds the fate of nearly everyone in his hands—so no one dares speak out. But when Liz becomes a victim, Bean can't be silent.

"She doesn't know the rules of the town, so she decides to fight," Walls says. "Bean just



Jeannette Walls

JOHN TAYLOR

"If I find I have anything to say, I will write it, because I'm not good at keeping quiet."

doesn't see the gray area. Part of me wanted to shake her, but the other part just loved her."

In a way, *The Silver Star* is one big exploration of bullying and the abuse of power. "I wanted to show how bullies and abusers work: how they circle people and test their resolve and try to chip away at a person's sense of what is real," Walls says.

She drew from incidents in her own life, including bullying bosses and a controversial sexual harassment suit she started to write about when she was at *Esquire*. Although she

The Costco Connection

The Silver Star, by Jeannette Walls, is available in most Costco locations.

left before she could finish the story, she remembers a conversation she had with her editor. "I said, 'I'm all tied up in knots about this,' and my editor said, 'Then use your confusion to work through it,'" Walls says. In part, *The Silver Star* is Walls putting her confusion on the page.

A new conversation

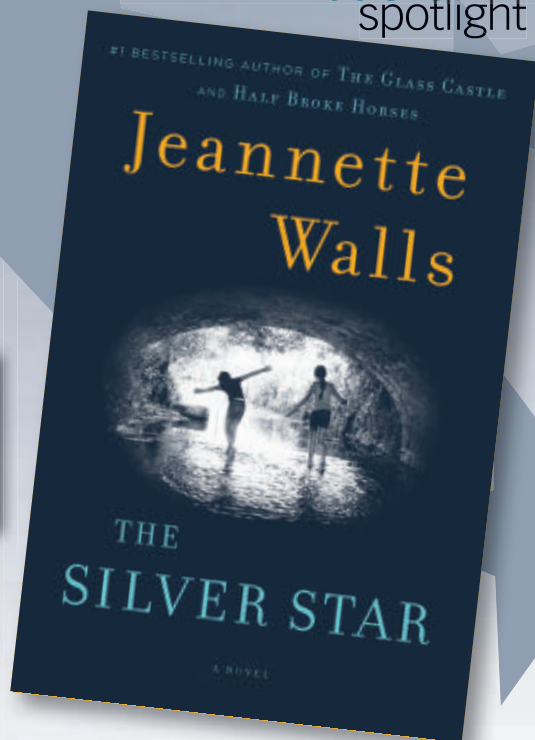
The response to *The Glass Castle* was tremendous—and totally unexpected. One of the things that Walls loves the most is that the book seemed to give people permission to talk about their own childhoods. In the same way, she hopes *The Silver Star* will open up a conversation about bullying and truth-telling, a conversation that—unlike Bean—is not always so black-and-white.

"I'm 52, and I'm still learning when to fight and when not to fight," she says.

Walls doesn't know what's next for her, she says: "As soon as I was finished writing *The Silver Star*, I said, 'That's it! I'm retiring and never writing anything again!'"

But she suspects that if there is another book in her, it will find her and not let her rest until she writes it. "If I find I have anything to say, I will write it," she says, "because I'm not good at keeping quiet." ☐

Judi Ketteler (www.judiketteler.com) tells stories for a living, and is the author of *SeW Retro*, as well as numerous magazine articles.



PAID ADVERTISEMENT

Kids!

books & more



Kids' pick!

Lindsay Bubitz,
assistant buyer, books

There's no question that children learn by doing. So this month, Costco is proud to feature activity-based books that provide young readers the opportunity to explore the world in many different ways. These hands-on books encourage factual learning as well as imaginary play. *Totally Sea Creatures* captures the fascinating life of the ocean, *Totally Dinosaurs* takes kids back to the days these giant beasts walked the earth and everyone's favorite creepy-crawly creatures come to life with *Totally Bugs*. Each book comes with a poster, fun fact cards, and interchangeable parts and step-by-step instructions so kids can build their very own creatures.



Silver Dolphin | box set | educational |
available mid-June | Item #753761



Fun to find!

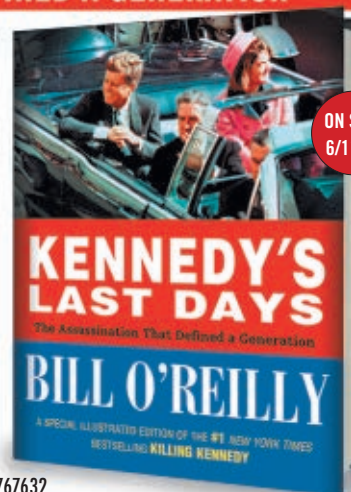
Look and Find books now come with giant, 40-piece puzzles! Search-and-match books encourage children to explore each page to locate dozens of characters and objects. Choose from favorites such as *Thomas & Friends*, *Disney Princesses*, *Disney/Pixar Cars* and more.



Publications International | box set | educational | available now | Item #671521

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BEST-SELLING
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to the best-selling
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ON SALE
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H

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Love—and crushes—are in the air...

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Aladdin | hardcover | On sale June 4th | Item #767621

ALADDIN DorkDiaries.com

The heart of rock 'n' roll is still beating

Huey Lewis and the News release
30th-anniversary edition of *Sports*

By Will Fifeild

IN THE 1980s, MANY emerging artists, such as Elvis Costello, Prince, Madonna and U2, were taking pop music in new directions, yet Huey Lewis and the News stuck to their roots, playing traditional rock music with astonishing commercial success. In 1983, the San Francisco Bay Area group released *Sports*, its third album, which sold more than 10 million copies worldwide. Four songs from the record, "Heart and Soul," "I Want a New Drug," "The Heart of Rock & Roll" and "If This Is It," found their way to the top 10 on *Billboard* magazine's Hot 100 list. *Sports* was also internationally successful, with top-40 chart peaks in the UK, Canada, Germany, Sweden, New Zealand and Norway.

To celebrate the album's 30th anniversary, Lewis, who has continued performing, personally oversaw an expanded commemorative edition of *Sports*.

The Connection recently caught up with him via telephone during a break from rehearsals in Marin County, California, to discuss the new album and his career.

Tablet or smartphone?

Scan or click here to watch the video for "Heart and Soul." (See page 5 for scanning details.)

MICROPHONE: JANET FAYE HASTINGS; RAY PATTERN: ANDREAS NIKOLAS/SHUTTERSTOCK.COM

The Costco Connection: *Sports* has been a high-water mark in your career. While you were developing the songs, did you, as a band, have a sense that this album was going to be so successful?

Huey Lewis: No. Not while we were recording the record. But as soon as the first single was a hit, I knew we had a few more. I felt it. It was a radio world in those days, so we aimed everything at the radio. *Sports* was a collection of singles in that respect. And we were producing ourselves, which wasn't done a lot in the early '80s. The idea was to get a radio hit so we could make money for the record company so that we could make another record. Top-40 singles was the only format that meant anything in those days.

CC: What can fans expect from the new release of *Sports*?

HL: The new record is going to be neat, because it's not only the remastered version of *Sports*, but it includes another CD, which is all the same songs in the same order, but recorded live at various venues all over the world back in the '80s. "I Want a New Drug" is from Australia. "If This Is It" is from New Orleans. "The Heart of Rock & Roll" is from Cleveland. Except two of the tracks, "You Crack Me Up" and "Honky Tonk Blues": We recorded those two live in our little studio just a couple of months ago. That CD is very, very interesting and really good, I think.

CC: Do you feel music video was important to your band's popularity in the early '80s?

HL: Very much. Although we made at least one record before music television, it really

Huey Lewis and the News (from left): Bill Gibson, John Pierce, Johnny Colla, Huey Lewis, Sean Hopper, Stef Burns.

MARINA CHAVEZ



The Costco Connection

You'll find copies of the 30th-anniversary edition of *Sports*, Huey Lewis and the News' 1983 blockbuster album, at your local Costco.

expanded our audience. I'd like to think our record would have been successful anyway, but probably not as popular as it was.

CC: Is the Internet today's MTV?

HL: YouTube is super important. What's interesting is that back in the '80s MTV showed only videos of tunes that were hits. Didn't matter what the video was like, it was about the hit. In other words, it was still radio driven. Nowadays somebody can make a YouTube video and it can just go viral. It's a huge deal.

CC: How many shows do you do a year?

HL: Well, this year, because of the re-release of *Sports*, we're going to do a lot. Maybe 85 or 90. Generally 75 seems to be a good number for us, but I think we're going to have to do more than that this year.

CC: Is there a new Huey Lewis and the News album, with all-new material, in the works?

HL: You know, there might be. We're working up three new songs, one of which is really good, I think. I think there will be [a new album], but I can't tell you how soon, and I don't know who will care. But we'll have a lot of fun. A new album means you can go out on the road and play a new song or two. [H]

On Blu-ray

On DVD



Daniel Craig Collection
available June 4



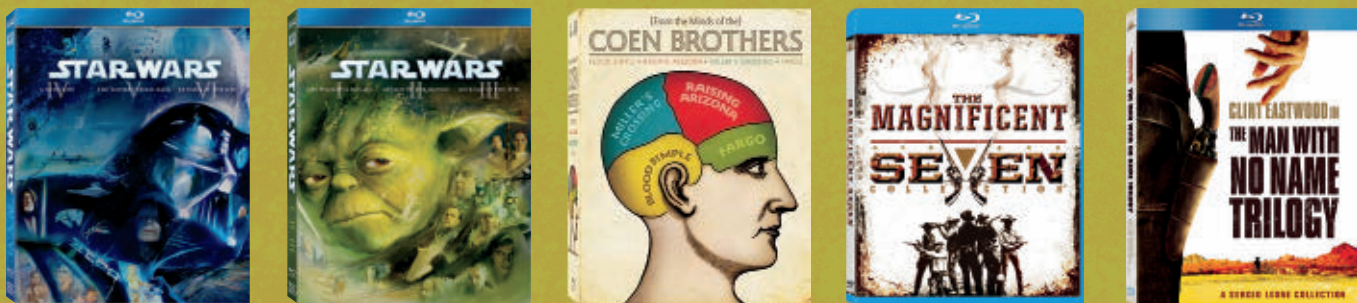
Scan or click *Fight Club* and *Taken* to watch trailers (see page 5).



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Favorites for everyone this Father's Day.

Blu-ray Collections



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A young filmmaker delivers a different kind of undead movie

Zombie love

By Steve Fisher

IT MAY SEEM punny to talk about “fresh blood” when discussing a zombie movie, but that’s exactly what the film *Warm Bodies* is infused with. Based on the novel of the same name by Isaac Marion, it’s a totally different kind of work about the walking dead, filled with humor, romance and heart (the emotional kind, and maybe the biological kind as well).

R (Nicholas Hoult) is the lead zombie, from whose viewpoint the story unfolds. (R was the first letter of the young man’s name when he was alive; he can’t remember the rest.) He is destined to fall in love with a still-living girl, Julie (Teresa Palmer), but her father, General Grigio (John Malkovich), is leading the fight against the undead. If by now you’ve put together that R and Julie evoke Romeo and Juliet, you’ve got the basic premise of the film, with zombies added.

The fresh blood is delivered by a young writer-director named Jonathan Levine, who first earned attention with *The Wackness* and then, more recently, *50/50*. *The Connection* spoke with him by phone.

Asked how he would describe himself to people not familiar with his work, Levine says, “I just do what I’m interested in. ... I like things that are kind of irreverent. I like things

that are about young people and the existential crises of young people.”

Levine, who turns 37 this month, grew up in New York and was inspired by the works of New York-based filmmakers such as Martin Scorsese, Sidney Lumet, Spike Lee and Woody Allen. “So I’m trying to do some kind of small version of what those guys did,” he says. “And I like things that are funny.”

“Growing up in New York, you’re imbued with a

“This had so many different elements that felt familiar, but they all combined to create something unique.”

—Jonathan Levine

certain sense of grandeur and romance, just because of how those streets are,” he explains. “And you end up growing up a little faster because you’re riding the subway by yourself when you’re 13. You’re exposed to a lot of different kinds of people. It’s a great way to learn about people. As a storyteller, it allows you to get into different perspectives.”


Levine worked with Summit Entertainment on *The Wackness* and *50/50*, and they sent him the novel of *Warm Bodies*. “I started reading the book, and I was so taken with the irreverence of the voice and the cleverness of the premise,” he recalls. “I immediately got that character. This is a character I’ve explored in other arenas, but to do it within the context of a genre piece, it allows you to open it up, lets you comment on things in a different way. So I begged them to let me do it.”

Once he set out to write the screenplay, Levine included the novelist in the process, not to write, but to review his work.

“His support was really important to me,” says Levine. “The things you can do in a movie are very different from the things you can do great in the book. ... I did need him to tell me, ‘No, this is way different from my intention.’ I wanted him to like what I was doing and I wanted him to feel like it was true to the spirit of his book, which I loved. That’s why I kept getting his feedback.”

Writer-director Levine felt that author Marion was ultimately pleased with the finished product. “I think it was a fairly faithful adaptation of the book,” Levine says.

A Wikipedia entry calls *Warm Bodies* a “paranormal romantic zombie comedy,” to which Levine responds, “That sounds pretty good. That’s what I liked about it in the first place. It was such a clever melding of genres. It’s so rare that you get to see something that feels unique and different. This had so many different elements that felt familiar, but they all combined to create something unique.”

That assessment also seems to apply to Jonathan Levine. Remember his name. 



Director Jonathan Levine on the set of *Warm Bodies*. (Top) Nicholas Hoult as the zombie in love.

JAN THUS

The Costco Connection

Warm Bodies is available in Blu-ray at all warehouses.



Tablet or smartphone?

Scan or click here for a behind-the-scenes look at *Warm Bodies*. (See page 5 for scanning details.)

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*<http://www.arthritis.org/acetaminophen-comment.php>

A food fiesta

Mexican cuisine as a destination

By Fred Minnick

FORGET BASIC REFRIED beans and rice. Modern Mexican cuisine demonstrates that old stereotypes are just that: old.

Mexico has become the Italy of North America, sprinkling spice and freshness at resorts and food festivals. Its fare is no longer an afterthought; it's a destination.

Cancún-Riviera Maya Wine & Food Festival

Come for the sand between your toes and the idyllic beaches, but stay for the food. At the Cancún-Riviera Maya Wine & Food Festival, held every March, you're invited to a culinary boot camp with seminars on mescal, an agave spirit made only in Mexico; cooking demonstrations, where the world's best chefs show you how to do everything from preparing homemade pasta to filleting fish; and, of course, wine, which you must taste and study in regard to terroir, and grape and food pairings. Perhaps the most unusual aspect of this spectacular foodie adventure is the intimate access to superlative chefs. Past culinary sensations include Food Network personality and master chef Aarón Sánchez and legendary Italian chef Massimo Bottura, whose three-Michelin-starred Osteria Francescana earned fifth place on William Reed Business Media's "World's 50 Best Restaurants" list.

Come to think of it, this isn't a food festival. This is foodie heaven.

El Dorado Royale, a Spa Resort by Karisma

On the Yucatán Peninsula, between Cancún and Playa del Carmen, El Dorado Royale gracefully caresses the ocean. Small waves crash on the sandy beaches, and gentle breezes ease into the palm trees and slightly ripple your fruity cocktail. These picturesque resort scenes easily win your heart, but you fall in love with El Dorado Royale's huge



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open kitchen, where knives click and clack and pots and pans thud and plop in a display of kitchen theater.

Every night, in the Fuentes Culinary Theatre, El Dorado Royale chefs perform and guests watch them dicing, mixing and flambéing the freshest possible ingredients; there is even the occasional heated argument between chef and manager. With cameras covering every angle, the cooking drama unfolds on big screens throughout the resort. The food is the real star, though. If you order fish, the contracted fisherman likely caught it within the last couple of hours.

El Dorado Royale also presents educational Kendall-Jackson wine dinners every month. It's not just food; it's entertainment.

International Gourmet Festival

Every November, cruise ships and 450,000 culinary fans converge on Puerto Vallarta and Riviera Nayarit for the annual International Gourmet Festival. This 10-day celebration of the olfactory and taste buds features 450 international chefs, from Anton Mosimann of London's Mosimann's Club to Mexican chef Patricia Quintana.

At the event's kickoff party, you can make a Champagne toast with your dining pals at the new pier in Playa de los Muertos, an arm's reach from blue sky over blue waters. For the farewell party, a dazzling fireworks show awaits at Punta de Mita.

But really this festival is about dishes such as the lightly pan-fried grouper wrapped in a just-made corn tortilla and the rosemary rib-eye paired with a rich Cabernet Sauvignon. There will be tingles down your food-loving spine.

Cooking class at Bar Tucanes at El Dorado Royale during the Jackson Family Wines Culinary Series, by Karisma.

Royal Hideaway Playacar

Welcome to the Royal Hideaway Playacar in Playa del Carmen, where the poolside fare is better than that in most restaurants. Seafood caught the same day is "cooked" in citrus, not over heat, for Mexican seviches, and spiced up with fresh chiles. If you're a vegan, Royal Hideaway executive chef Eugenio Villafaña loves showing off his kitchen's attention to vegetable details.

Villafaña believes in serving sustainable, locally raised food. It's not uncommon for area farmers to drop off fresh produce and have it on diners' tables within 15 minutes. The in-kitchen, state-of-the-art Chef's Table, one of Mexico's most intimate dining experiences, lets you experience private dining offered personally by Villafaña. Like most amazing meals, this one begins with a chef meeting to personalize your 12-course dinner paired with top wines chosen by the hotel's sommelier.

Of course, you don't have to go to a food festival to experience Mexico's amazing food culture. Whether you're enjoying the in-villa dining at Villa La Estancia in Los Cabos, Mexico, or tearing into a tamale at a beachside bar, food in Mexico brings joy to your taste buds. Who can say no to that?

Great food, great wine, great beaches. Yeah, it's a rough life. ☑

Fred Minnick (fredminnick.com) is the author of Whiskey Women: How Women Distilled, Marketed and Bootlegged Bourbon, Scotch & Irish Whiskey (Potomac Books, 2013).

The Costco Connection

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What's Mayan is yours

Annual festival brings Mayan culture to life

By Sharon McDonnell

IT'S BEFORE DAWN, and suspense is growing on the beach. We're standing, sitting, craning our necks, bleary-eyed (my group left our hotel at 4:15 a.m.). Some are in the restaurant above for a lofty bird's-eye view.

Then, as dawn paints the sky, we watch almost 300 people, all volunteers, start to row to Cozumel. Dressed all in white—men in loincloths, women in white blouses and skirts—and faces streaked with red, blue and white, they're blessed by shamans for the arduous five- or six-hour journey ahead of them. The crowd cheers. It is, in a word, thrilling.

It's part of the Mayan Sacred Journey (for tickets, visit www.travesiasagradamaya.com.mx), a three-day series of events each May on Mexico's Caribbean coast, or Riviera Maya, that honors ancient Mayan traditions. This year marked the seventh annual such event in this region, famous for white-sand

The Costco Connection

Costco sells vacation packages to the Riviera Maya region, as well as many other areas of Mexico. For more information, call 1-877-849-2730, or click "Travel" at Costco.com.



Top: Volunteers row to the island of Cozumel. Inset: Crowds watch performances on a stage at Xcaret.

beaches, turquoise sea and ruins like Tulum; the journey is organized by Xcaret, an eco-archaeology park south of Cancún. The highlight: the canoeists' reenactment of a traditional Mayan pilgrimage to the goddess of fertility and the moon, Ixchel, whose home was the island of Cozumel.

For Cancún Costco member Monica Ortiz Montero, 33, a graphic designer, 2013 was her fourth year as a canoeist. "Rowing is my passion, but this goes beyond an event," she says. "It represents my roots to my country and ancestors. It's an encounter with oneself to see life differently. I feel proud to be on this pilgrimage to Ixchel."

It's not easy being a canoeist: You train with a coach from 6 to 7:30 a.m., three days a week, from November to May.

Montero's favorite part? "Seeing the sunrise. Wow! We feel the sea breeze as we embrace Mother Nature, and love what we do."

Cancún Costco member Alba Erika Cañas Moreno, 38, an accountant, praises the group's teamwork: "Being together as a team for six months is a good experience—we all have the same goal. You learn to make the best of different situations that arise in the training, and the degree of tolerance, patience, empathy, humility and leadership of each person in your canoe."

Moreno also enjoys the closeness with nature: "While paddling, we see every shade of our beautiful blue sea, accompanied by wildlife like dolphins, sea turtles, flying fish and birds."

The night before the canoe journey, my group and others sit on bleachers on the beach at Xcaret and watch dancers perform onstage. The plot, based on fact, is about a Spanish sailor captured by the Maya, who eventually became a warrior and wed a chief's daughter. Young women in flowing white dresses dance seductively, then couples perform dances of creation. Warriors appear with the Spanish captive—bearded, clad in European garb—who, after his hands are unbound, joins in.

During the day, before the nighttime dances, we also shop at a Mayan marketplace at Xcaret, once a village named Ppolé, trading cacao beans, once used as coins by the Maya, to buy Mayan products such as honey—so highly valued, there was a bee god—crafts, corn, textiles and herbs.

After the canoeists land at Cozumel, they present offerings to Ixchel and hear her oracle. On the event's final day, the volunteers leave Cozumel at dawn to row to Playa del Carmen, where relatives, friends, the press, local officials and jubilant dancers and musicians welcome their safe return.

This year, something else to celebrate: The world didn't end on December 21, 2012. Though some feared this date, the Mayan calendar merely predicted the beginning of a new cycle. ☐

Sharon McDonnell is a San Francisco-based travel writer.

Costco International Photo Contest • 2013



**Contest
opens
July 1**

Give us your best shot

Nothing captures a moment quite like a perfectly timed picture. And the timing couldn't be any better than this year as the Costco International Photo Contest offers two new opportunities to demonstrate your photographic skills. Joining the wide open "Give us your best shot" contest are the Johnson & Johnson Baby Photo

Contest and the Picture-Perfect Pets Photo Contest. Each Costco cardholder is allowed to enter a maximum of one photo in each of the contests (that's one, two or three photos). Look for details in this magazine beginning next month. So get your camera ready to capture your best moments and give us your best shots!



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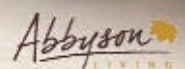
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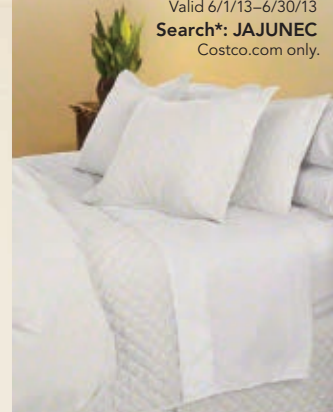
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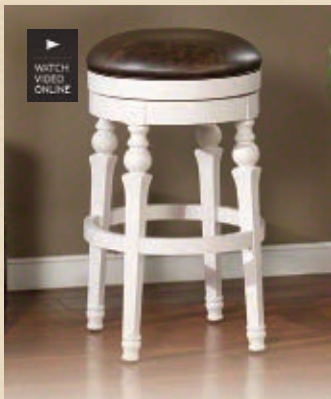
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Evolution SPAS

Lifetime Play Center Playset Bundle

Includes marine-quality decking, 9' wavy slide, two swings, toddler bucket, trapeze bar, kid's picnic table and more.

\$1,399.99 Delivered

#558156 Costco.com only.



WATCH VIDEO ONLINE

Lifetime Portable Tetherball System

Heavy-duty portable base.

Fill with sand or water.

72" heavy-duty nylon cord.

\$99.99 Delivered

Valid 6/1/13-6/30/13

#549921

Costco.com only.

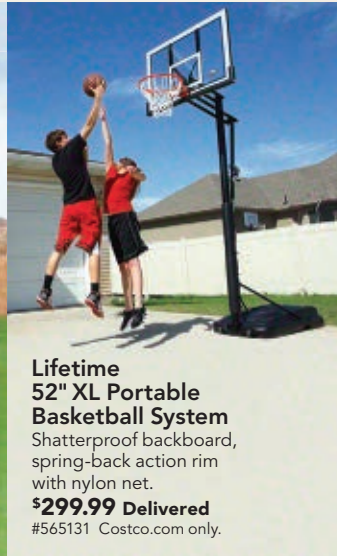


Lifetime 52" XL Portable Basketball System

Shatterproof backboard, spring-back action rim with nylon net.

\$299.99 Delivered

#565131 Costco.com only.



Gorilla Playsets Wedgewood or High Point Playset

Loaded with various activities and features.

Up to \$300 OFF

Valid 6/13/13-7/7/13

Search*:

PLAYSETJUNEC

Costco.com only.



Brik-a-Blok 60-Panel Set

\$164.99 Delivered

Valid 6/1/13-6/30/13

#756986 Costco.com only.



Nikon COOLPIX P520 Digital Camera Bundle

- 16GB SD card and case
- Wi-Fi compatible (WU-1a adaptor not included)
- 42x zoom NIKKOR lens
- Built-in GPS

\$399.99 Delivered After \$50 OFF

Valid 6/9/13-6/15/13

#746504

Warehouse and Costco.com.



Nikon



Big and Tall Office Chair Collection

Features built-in lumbar support, height adjustment and a generous seat and back.

Starting at \$249.99 Delivered

Search*: CHAIRJUNEC

Costco.com only.



Laurel Designs Outdoor Wall Light Fixture Coach Lamp 2-Pack

Dark bronze finish.

\$129.99 Delivered

Valid 6/1/13-6/30/13

#763584 Costco.com only.

Life+Gear 400-Lumen Flashlight with Flashing Tailcap 2-Pack

\$89.99 Delivered

Valid 6/1/13-6/30/13

#580615

Costco.com only.



2 PACK



BACtrack S78 Pro Breathalyzer Alcohol Tester

Includes case, eight mouthpieces and two batteries.

\$89.99 Delivered

Valid 6/1/13-6/30/13

#595691

Costco.com only.



SOG 13" SOGfari Machete and Tomahawk

\$39.99 Delivered

Valid 6/1/13-6/30/13

#668761 Costco.com only.

Infinity Copperhead 700C Hybrid Comfort Bike

Available in men's or women's.

\$279.99 Delivered

Valid 5/31/13-6/16/13

Search*: COPPERJUNEC

Costco.com only.



INFINITY
CYCLING INNOVATIONS



BellaLite Hair Removal System by Silk'n

Includes a pre-installed lamp cartridge and replacement cartridge, each containing 1,500 pulses.

\$299.99 Delivered

Valid 6/1/13-6/30/13

#598608 Costco.com only.

BROWSE PRODUCTS NOW

Use the code scanner in the Costco app to scan the product image for any item in the Costco.com section to **view the item or product video online.**

Don't have the Costco app? Download it free from iTunes and Google Play.



A. 1.62 ctw Round Diamond Wedding Set
Platinum.
\$5,299.99
Delivered
#724583

B. 1.39 ctw Emerald Cut and Round Diamond Wedding Set
Platinum.
\$5,699.99
Delivered
#596962

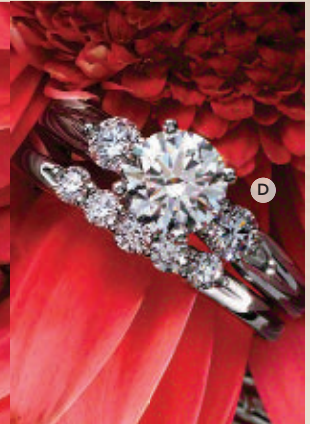
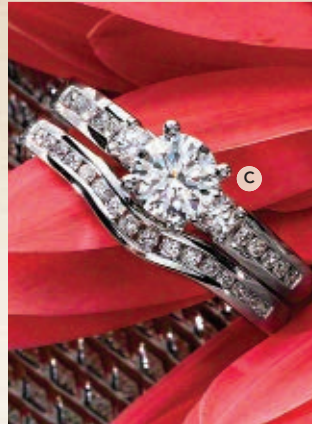
C. 0.88 ctw Round Diamond Wedding Set
Platinum.
\$2,899.99
Delivered
#704255

D. 1.50 ctw Round Diamond Wedding Set
Platinum.
\$7,699.99
Delivered
#693820

E. 1.00 ct Princess Cut Diamond Solitaire Ring
Platinum.
\$4,999.99
Delivered
#718229

F. 1.00 ct Round Diamond Solitaire Ring
Platinum.
\$6,399.99
Delivered
#747575

All diamonds are minimum VS2 clarity, I color. All items Costco.com only.



Kirkland Signature™ Men's Non-Iron Dress Shirt
Regular **\$17.99** Delivered
Big and Tall **\$19.99** Delivered
Search*: KSSHIRTJUNEC
Costco.com only.



Eddie Bauer Boys' Clothing
Available in various styles, colors and sizes.
Starting at **\$10.99** Delivered
Search*: EBBOYSJUNEC
Costco.com only.



Smart for Life Gluten-Free Protein Bars 72-Count

Includes six 12-count boxes. Available in chocolate, green tea or variety pack (chocolate, caramel almond and peanut butter chocolate).

\$74.99 Delivered

Valid 6/1/13–6/30/13

Search*: SMARTJUNEC

Costco.com only.

Smart for Life Irresistible Winner Enrobed Diet Cookies 48-Count

Includes four 12-count boxes. Available in chocolate chip, peanut butter or variety pack with chocolate chip and peanut butter.

\$49.99 Delivered

Valid 6/1/13–6/30/13

Search*: SFLJUNEC

Costco.com only.



The Fruit Company Father's Day Snack Tower

Includes green d'Anjou pears, Fuji apples, mixed nuts, chipotle cheese, beef summer sausage and a fudge brownie.

\$34.99 Delivered

#662280 Costco.com only.



D'Artagnan Marinated Rohan Duck Breast 16-Pack

Includes eight Mediterranean-marinated and eight teriyaki-marinated duck breasts.

\$99.99 Delivered

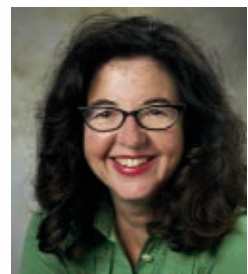
Valid 6/1/13–6/30/13

#762920 Costco.com only.



Paws-itively nutritious

Lab-tested and
Lab(rador)-approved
Kirkland Signature
pet foods



JIM FAGIOLIO

BuyingSmart

Tracy Schneider fills May's consumer reporter slot with this behind-the-scenes look at a Costco program. Send your questions about this article to:

buyingsmart@costco.com



Boone, best friend
of Chris, home office

By Tracy Schneider

FIRST THEY WERE farm animals, then four-legged friends. Today, however, dogs and cats are often considered members of the family. So it's no wonder they have their own furniture, clothing and even health insurance (see page 57). Pet food has also come a long way since its earliest days, and Costco's Kirkland Signature™ pet food formulas are among the most nutritious of the major brands on the market.

Pet food production in the past

On the farm, every animal had a purpose, and dogs (herding cattle) and cats (hunting mice) had to find their own food. When they became household pets in cities, they were no longer able to forage for all of their needs.

Commercially manufactured pet food had its beginnings in the late 1800s. Canned pet food became popular in the U.S. in the 1930s, but during World War II, with tin for cans

scarce, dry dog food became the preferred choice. Dry pet food was originally made in facilities that produced livestock feed, with little regard for food safety or nutrition.

Pet food, comprised of grains, corn, soybean meal, and wheat, might also contain bits of bone or wood and be tainted with deadly aflatoxins that occur naturally in improperly stored food. Not much thought was put into the production of pet foods early on, which isn't nearly as shocking as it sounds if you consider a farm dog's diet.

"At the start, the pet food industry wasn't thinking about cleanliness," notes Teresa Noonan, Costco's corporate pet food buyer. "Pet owners moved the industry to evolve."

Pet food safety

A salmonella outbreak in 2005 and melamine poisoning in 2007 were responsible for

dramatic improvements in food safety at pet food manufacturing facilities in recent years. These incidents pushed the entire pet food industry to create all-new safety processes and procedures.

The December 2005 salmonella outbreak marked the first time that contaminated dry dog food produced salmonella infections in humans. In March of 2007, several pet foods were found to be tainted by melamine. After a long investigation by the Food and Drug Administration and the U.S. Department of Agriculture, the pet food industry stepped up its manufacturing and food safety processes.

Costco works closely with its vendors and has helped to set guidelines to further food safety and ingredient quality in the pet food industry. Kirkland Signature pet foods are produced in modern manufacturing facilities that emphasize testing. Third-party labs are on-site

to test—multiple times—for the presence of salmonella and other bacteria. Raw materials are tested even before they're brought into the processing plant, batch testing is done during processing and test-and-hold programs are in place to verify the safety of every shipment before it leaves the facility.

"Kirkland Signature samples are tested hourly for aflatoxin, despite the fact that there is no corn contained in their formulations. This is a step beyond normal industry practice," notes Mark Brinkmann, vice president of operations at Diamond Pet Foods, which has been producing Kirkland Signature's dry dog and cat food since 1995. "In addition, every batch of Kirkland Signature is tested for the presence of salmonella, listeria and E. coli prior to its release."

The humanization of pets

In recent years, pet owners have begun to pay more attention to the quality of their pet food. "A new interest in healthy eating, a change in demographics and the humanization of pets prompted pet owners to look for healthier choices in pet food," says Teresa.

As dogs and cats moved into cities and towns, lived longer and bonded with their owners, a new relationship was born. Pets were now members of the family. This change was accompanied by more pet products, including new lines of healthier pet foods.

Contributing to the increased awareness of pet nutrition was the growing enthusiasm for human health food in the late 1980s, which launched an interest in food and nutrition. Americans became health conscious. They read labels. And they wanted the best for every member of their family, including their pets.

Changing demographics solidified the movement to premium pet foods. The number of U.S. households without children has increased as young couples wait to have children and baby boomers become empty nesters. Pets filled the void, and their owners were—and still are—every bit as focused on them as they would be on their own children.

Kirkland Signature pet food

For their four-legged "children," pet parents want only the best, and Costco has developed healthy, proprietary formulas. Costco's Kirkland Signature pet foods are made with chicken, beef, lamb, salmon and turkey. They are the first ingredients on the label, the highest-percentage ingredient by weight.

You'll find no wheat gluten, soy, artificial colors, flavors or preservatives. (See "Healthy ingredients" for a list of what Kirkland Sig-

nature pet food contains, and how it supports pets' health.) "Costco's quality standards for Kirkland Signature foods are the highest of any retailer," adds Brinkmann. "Rather than make cost their priority when developing house-brand offerings, Costco prioritizes food safety and nutrition."

For example, both prebiotic and probiotic raw ingredients are in Kirkland Signature dry pet food. Prebiotics naturally help a dog's digestion by stimulating the growth of good bacteria in the digestive tract. The prebiotics in Kirkland Signature are found naturally in beet pulp and dried chicory root.

And Costco goes another step further, assuring not only that Kirkland Signature pet foods are healthy, but that they get eaten. "Costco conducts quarterly testing, including palatability studies," notes Jack Moss, director of operations for Simmons Pet Food, which has been producing Kirkland Signature Super Premium canned dog food for the last two years. "They are not only verifying the nutrients in the food, but they are also considering the pets' desire to eat the food."

Costco insists that even its dog biscuits, produced by American Nutrition since 1999, be of the highest quality. "Kirkland Signature biscuits are formulated to meet the requirements for a regular, daily dog food ration," says Darren Stephens, vice president of operations at American Nutrition.

The future of pet food

Costco has no plan to rest on its laurels. The strong vision for the future of its pet food program includes a continued emphasis on nutrition and food safety and a new emphasis on sustainability.

"We strive to bring pet food manufacturing production in line with human food-grade manufacturing processes and streamline the supply chain," says Teresa. "We are constantly evaluating how we are doing and what we can do better for the health of all pets." 🐾

Tracy Schneider lives with her husband and daughter in Washington state.

Healthy ingredients

- Chicken, beef, lamb, salmon and turkey provide protein, the building blocks of muscle.
- Carbohydrates such as brown rice, pearled barley, oatmeal, sweet potatoes, potatoes and peas provide energy.
- Chicken fat and canola oil provide omega-6 and omega-3 fatty acids. Flaxseed and salmon oil are additional sources of omega-3 fatty acids. They all help to maintain a healthy skin and coat.
- Beet pulp and dried chicory root, sources of prebiotics, provide soluble fiber that aids digestion and nutrient absorption.
- Vitamin E, selenium and zinc provide nutritional balance and antioxidant support for cell tissue.
- Probiotics, including dried *Lactobacillus acidophilus*, assist with digestion and boost the immune system.
- Taurine is supplemented for eye health.
- L-carnitine helps reduce the storage of body fat.
- *Yucca schidigera* extract works as a digestive aid. It also has been known to reduce fecal odor.
- Glucosamine and chondroitin help to maintain bone and joint health.
- Calcium carbonate is essential for maintaining healthy bones and teeth.
- Potassium chloride is important for the function of the heart, nerves and muscles.



FRANCE FREEMAN



Tablet or smartphone?

Scan or click here for a video about Kirkland Signature Dental Chews for dogs. (See page 5 for scanning details.)

New to the Allergy game?

We've got your bases covered.

***Relief of:**

- Sneezing • Runny Nose • Itchy, Watery Eyes • Itchy Throat or Nose



Kirkland Signature allergy products provide 24-HOUR relief of common allergy symptoms for BOTH indoor and outdoor allergies for the whole family

*Refer to the Drug Facts on the package for Warnings and other important information.

Exclusively from Costco Wholesale
WAREHOUSE/COSTCO.COM | AVAILABLE NOW
Item numbers vary.

Protect yourself from identity thieves

IDENTITY THEFT IS a major concern for an increasing number of Americans every year. According to the Bureau of Justice Statistics, an estimated 8.6 million households had at least one person age 12 or older who experienced identity theft in 2010, up by 2.2 million from 2005. Unfortunately, checking your free credit report once a year may not be enough.

"Looking at your free credit report yearly is a great practice, and we definitely encourage consumers to do that. But our service provides daily monitoring at all three bureaus," says Elizabeth Salnoske, marketing manager at Intersections Inc., which offers Identity Guard services to Costco members. "Every time ... a line of credit [is opened in your name], those bureaus are contacting us and then we're telling our customers, 'Go look at this and make sure it's you.'"

In addition to daily report and score monitoring, Identity Guard offers a diverse set of tools to help protect against identity

theft and an experienced support team to assist members who find themselves in a identity-theft crisis.

Identity Guard also recently added coverage for a more robust application monitoring tool, which notifies members if anyone is attempting to apply for credit using their identity. "Even before the account is open ... we can help in [the] process of alerting you before it becomes an all-consuming, big-money issue," says Salnoske.

In addition to numerous protection measures, Identity Guard offers reports and scores based on data from all three major credit bureaus, public record reports, an Internet security suite and a 30-day satisfaction guarantee—many options which are not offered through other leading credit protection services.

For more information, or to enroll in Identity Guard, visit Costco.com and search for "ID Guard."

—Hana Medina



AGE FOTOSTOCK

Think Costco for Vehicle Repair Protection



HUNDREDS OF THOUSANDS of members think of Costco every year when they're purchasing a new or used car. But Costco also can help members reduce the costs of repairing their existing vehicles. Available in all states except Alaska, Costco's Vehicle Repair Protection Plan, provided by Century Warranty Services (CWS) and sold through the Costco Auto Program, covers most mechanical and computer components. It's available for most vehicles up to 10 years old with 10,000 to 75,000 miles.

"About 35 percent of people buying a car are buying a vehicle repair contract at the

dealership. We want to help those who later decide to purchase protection," says John Conlon, Costco Services director.

The program allows members to purchase coverage plans based on mileage and duration of coverage. All plans come with the same top level of premium coverage. "Say you're going to buy 6 years and 60,000 miles of additional coverage. That's on top of the mileage you already have. So if your car already has 43,000 miles, you're covered until you hit 103,000 miles or six years, whichever comes first. Other competitors may not offer their top level plan if your vehicle is out of

factory warranty," says John.

After signing up for the plan, members can take their vehicle to any dealership or licensed mechanic for repairs.

CWS and its affiliates are leaders in the vehicle protection coverage. Their employees have issued more than 29.5 million vehicle-related contracts since 1978, with 2.9 million sold in 2012.

"Customer experience is our highest priority. Receiving a top rating from the most trusted consumer resource agency demonstrates our continued commitment to delivering excellent customer service," says CWS managing director Rick Bale of CWS' A+ rating with the Better Business Bureau.

Vehicle Repair Protection offers a variety of financing options, which include interest-free monthly payments. Bale says that Costco members can save up to \$500* on Costco's Vehicle Repair Protection.

To learn more or get a free quote, call 1-877-900-9077, or visit Costco.com and search "VRP23"—HM

*Based on October 2012 comparison of Costco members' actual savings compared to rates offered by a national direct seller of vehicle repair plans. Rates vary by model, age and plan terms.



Tablet or smartphone?

Scan or click here to see a complete list of Costco's services. (See page 5 for scanning details.)



Don't let constipation keep you from going.

Life is too short to spend suffering from constipation. Kirkland Signature Stool Softener offers gentle relief in an easy-to-swallow softgel. When you're uncomfortable from constipation, try our Kirkland Signature Stool Softener.

A Dose of Quality And Value!



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Item #629240

Go ahead,

dig in.



Kirkland Signature Fast Acting Lactase helps prevent symptoms associated with lactose intolerance.

***Compare to LACTAID® Fast Act**

* This product is not manufactured or distributed by McNeil Nutritionals, LLC, the distributor of Lactaid®.



WAREHOUSE ONLY | AVAILABLE NOW
Item #561532

New Photo Center design gives you space to create

IT TAKES JUST a glance to recognize the biggest change in a recent redesign of the Costco Photo Center online: the use of space.

“The overall goal of the redesign was to make it easier for members to manage their photos and albums, design personalized products and find creative inspiration,” says Glen Hutchinson, photo operations manager. “The new wider design not only creates more space for tutorial videos, design tips and menus, but it also means it will look great no matter how you’re browsing the site—on a desktop, laptop or mobile device.”

Among the important changes to appreciate as you explore the redesigned site (www.costcophotocenter.com):

■ The 50-percent-wider site allows **faster navigation** with less scrolling as you work with theme creation or organize your photo albums.

■ A new **photobook builder** has a more user-friendly interface for choosing a theme,

managing layouts, ordering pages and editing photos, giving you greater control over how your book looks.

■ Choices for all photo gift items are now displayed carousel-style, so you can see and compare all the options at once, making for **easier customization**.

■ A new product, **cluster canvas prints**, allows you to create multi-canvas print groupings.

■ You can import photos from **more social media** options, including Facebook, Picasa, Instagram, Flickr, Google Drive and Dropbox.

■ Photos now **upload faster and easier** from PCs and Macs, with no plugins or security warnings to slow you down. With a simple click and drag, add as few or as many

photos as you like to the Photo Center’s online storage system.

In addition to all this new and improved functionality, you’ll find **new lower prices** for canvas prints and photobooks—all the more reason to upload a batch of photos and get creative in this friendly new online workspace.

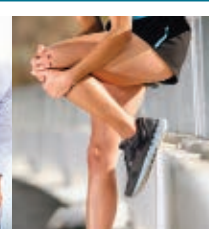
While you’re at it, don’t forget to save your best shot for an entry in the 2013 Costco International Photo Contest, kicking off on July 1. See the entry rules and details following page 85 of this issue.—David Wight



Don't take pain lying down. Or standing up. Or bending over.

You don't have to take the pain at all.

Thanks to our Kirkland Signature Ibuprofen Softgels, you can stay on course. Our ibuprofen softgels are tough on pain and act fast to deliver relief where and when you need it. Now ... get up and go!



A Dose of Quality And Value!

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Item #196911

inside
costco

EXCITING NEW PRODUCTS

What's new

ARRIVING SOON AT COSTCO

A.



Tablet or smartphone?
Scan or click here to learn more about *The Lone Ranger* box set. (See page 5 for scanning details.)

B.



C.



A. The Lone Ranger DVD Collector's Edition:

The 30 DVDs, spanning five seasons (1949 to 1957), are housed in a coffee-table book. Includes a complete episode guide, rare comic book and photo reprint, and a Costco exclusive limited-edition poster featuring the Lone Ranger (44" x 15"). Item #763143. **Warehouse only.**

B. Kirkland Signature™ Girls' Leggings 2-Pack:

A must for girls to wear under dresses, skirts and tunics. The super-soft cotton/spandex fabric and covered elasticized waistband provide an ultra-comfy fit. Full-length, regular fit. Available in assorted colors and prints. Sizes: 3T-10. Item #723983. **Warehouse and Costco.com.**

C. Sony SRSBTX500 Wireless Bluetooth Speaker:

Rock out with 40 watts of power and wireless streaming from your Bluetooth® compatible smartphone or tablet. Near field communication (NFC) allows you to wirelessly connect two compatible devices by simply tapping them together. Built-in lithium-ion rechargeable battery and carrying case included. Item #755100. **Warehouse only.**

D. Nikon D7100 DSLR Camera Kit:

Achieve a thrilling new level of image quality and sharpness thanks to a specially designed 24.1-MP DX-format CMOS sensor. Create dazzling full-HD 1080p videos and ultra-smooth slow-motion or time-lapse sequences. Bundle includes 18-200 mm ED VR II lens, wireless mobile adapter, 32 GB memory card, camera bag and two tutorial DVDs. Item #748642. **Warehouse and Costco.com.**

FOCUS ON:

Get green, save green, drink green

KIRKLAND SIGNATURE™ Diet Green Tea with Citrus has a delicious new taste, and the bottle is better, too. The formula has been improved to deliver a light green tea flavor with a squeeze of citrus zest. And the bottle is now made with lighter-weight plastic composed of 100% recycled plastic. "This conversion will result in the reuse of more than 2.2 million pounds of plastic annually, which would otherwise be thrown into our nation's landfills, instead of recycling it into clean and safe drinking bottles," says buyer Teresa Noonan. In addition, all of the packing materials for this product are 100% recyclable, and produced regionally around the U.S. to limit the delivery distance, reducing the carbon footprint. Item # 521456. **Warehouse only.**



FOCUS ON:

Soft, chewy and delicious

SEEING IS BELIEVING with Kirkland Signature Soft & Chewy Granola Bars. Whole-grain oats are gently blended with semisweet chocolate chips, rice crisps, sugar, honey and unsweetened coconut. You can actually see the ingredients in the bar.

"We have taken special care to have a finished appearance showing more whole grains" says buyer Maura Gibson.

Texture is another important feature, Maura says: "The texture of our bar has a soft bite, not compacted and hard like other chewy granola bars. The Kirkland Signature is a little more tender."

In addition, the semisweet chocolate chips are included in Costco Wholesale's ethical and sustainable cocoa supply program.

One box consists of 60 bars, which represents a great value compared with the leading national brand. Item #692221.

Warehouse only.



E. Kenneth Cole New York Men's Watch:

This watch gets a luxurious look from an embossed leather strap with stainless steel buckle, a silver-tone stainless steel screw-down case and a yellow-gold-tone brushed bezel. Three sub-dials and a Japanese quartz chronograph movement with date make this watch sophisticated and accurate. Item #734274. **Warehouse only.**

F. Pebble Beach Men's Short-Sleeve Performance Polo Shirt:

The performance fabric draws moisture away from your body, keeping you cool and dry, and stretches to keep you comfortable all day. Colors: black, navy, red, blue, purple. Sizes: M-XXL. Item #610153. **Warehouse only.**

G. Bamboo Bowl with Servers: Stylish and decorative for the summer months and excellent for use inside or out, this 14" end-grain 100% bamboo, lathe-turned bowl is elegantly shaped and can be used with hot or cold foods. Servers are also 100% natural bamboo. Colors: red, green, natural (pictured). Item #705906. **Warehouse only.**

D.



E.



F.



G.



A Value You Can Feel Good About

Ensure® offers complete and balanced nutrition to help you and your loved ones get the nutrition you need.



Ensure Plus to help you gain or maintain a healthy weight



Ensure to help you get strong on the inside



Selection varies by location.

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Abbott
Nutrition

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VALUE AND QUALITY Compare to Ensure®[†] and Save



- 25% Less Sugar than Ensure®[†]
- Good Source of Protein

- Perfect Meal Replacement Option
- Includes Convenient, Expandable Straw

[†]Ensure® is a registered trademark of Abbott Laboratories. This product is not manufactured or distributed by Abbott Laboratories, Distributor of Ensure®.

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Item #604352

This product is not intended to diagnose, treat, cure, or prevent any disease and packaging has not been evaluated by the Food and Drug Administration.



HEART SMART.*



- Higher potency for a higher level of heart support*
- Helps maintain proper circulation and promote heart health*
- Helps maintain healthy blood-pressure levels already within a normal range*
- Helps support energy production within the heart, brain and muscles*



Visit our full-service pharmacy for all of your prescription, health and wellness needs.



USP has tested and verified select Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

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WAREHOUSE ONLY | AVAILABLE NOW

Item #648220

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

12-CC-1025mr

inside costco special events

New and exciting products available at warehouses for a limited time only

featured events

Look for (A) Vitamix blenders, (B) Human Touch massage chairs, (C) Goal Zero portable solar power and (D) Traeger grills in warehouses during June. For an updated list of participating warehouses, go to Costco.com and search "vitamix6300," "massagechairs44," "goalzero44" and "traegergrills44." For previously featured events, search "Jennifer Adams," "scarves44," "jewelrytoyourdoorstep44," "romadesigns44," "luckyclover44," "sunprotectionzone44" and "allacrossafrica" (formerly Rwandan baskets, jewelry and handbags).



Click here for a list of special events by region.

ALASKA

Anchorage II

Jun 3-23 Hand-knotted rugs

IDAHO

Boise

Jun 21-30 Miracle Door Mat
Jun 27-Jul 8 Modesty swimwear

Pocatello

Jun 7-16 Miracle Door Mat

Twin Falls

Jun 21-30 Kinetic vests and sleeping pads for camping

MONTANA

Helena

Jun 21-30 Jennifer Adams microfiber bedding

Missoula

Jun 7-16 Camping gear

OREGON

Albany

Jun 21-30 Spring Air mattresses

Aloha

Jun 14-23 Sheds

Bend

Jun 14-23 Marathon apparel

Clackamas

Jun 7-16 Images by Floom

Photography

Jun 14-27 Camping gear

Jun 21-30 Sheds

Hillsboro

Jun 7-18 Hand-knotted rugs

Jun 17-30 Women's fashion apparel

Medford

Jun 14-23 Gunter Wilhelm cutlery

Portland

Jun 14-23 Pondless fountains

Roseburg

Jun 14-23 Miracle Door Mat

Jun 21-30 Jennifer Adams

microfiber bedding

Tigard

Jun 14-27 Camping gear

Warrenton

Jun 14-23 Safes

Wilsonville

Jun 14-27 Camping gear

UTAH

Lehi

Jun 6-19 Camping gear

Jun 20-30 Maternity apparel

Murray

Jun 6-19 Camping gear

Jun 7-16 Pondless fountains

Jun 14-23 Wood pergolas

Ogden

Jun 14-23 Miracle Door Mat

Jun 21-30 Little Giant ladders

Orem

Jun 6-19 Camping gear

Jun 21-30 Religious themed art

Jun 21-30 Women's apparel

Salt Lake City

Jun 6-19 Camping gear

Jun 13-23 Modesty swimwear

Jun 14-23 Saturn inflatable boats

Sandy

Jun 6-19 Camping gear

Jun 13-22 Religious themed art

Jun 21-30 Pondless fountains

Jun 21-30 Sheds

Spanish Fork

Jun 7-16 Sheds

West Bountiful

Jun 7-16 Spring Air mattresses

Jun 13-22 Maternity apparel

WASHINGTON

Aurora Village

Jun 7-16 Handcrafted rugs

Jun 7-16 Little Giant ladders

Jun 21-30 Gunter Wilhelm cutlery

Burlington

Jun 14-23 Adolfo men's apparel

Jun 14-23 Sheds

Jun 21-30 Miracle Door Mat

Clarkston

Jun 14-23 Clearwater spas

Covington

Jun 17-30 Women's fashion apparel

East Wenatchee

Jun 7-16 Miracle Door Mat

Everett

Jun 14-23 Ergonomic office chairs

Jun 21-30 Hand-knotted rugs

Federal Way

Jun 14-23 Handbags

Gig Harbor

Jun 7-16 Miracle Door Mat

Jun 7-16 Professional cookware

Issaquah

Jun 14-23 Outdoor cabins and sheds

Jun 21-30 Modesty swimwear

Kennewick

Jun 14-23 Adolfo men's apparel

Jun 21-30 Rustic Steel décor

Kirkland

Jun 14-23 Miracle Door Mat

Jun 14-23 Professional cookware

Lacey

Jun 7-16 Gunter Wilhelm cutlery

Jun 7-16 Rustic Steel décor

health fairs

Health Fairs For dates and information, please see Health Fair ad on page 68.

Jun 11-23 Women's fashion apparel

Jun 21-30 Miracle Door Mat

Jun 21-30 Sheds

Marysville

Jun 7-16 Modesty swimwear

Jun 21-30 Camping gear

Seattle

Jun 14-23 Adolfo men's apparel

Sequim

Jun 21-30 Jennifer Adams

microfiber bedding

Silverdale

Jun 7-16 Spring Air mattresses

Jun 21-30 Women's fashion apparel

Tacoma

Jun 28-Jul 7 Safes

Tukwila

Jun 21-30 Safes

Union Gap

Jun 7-16 Sheds

Vancouver

Jun 14-23 Miracle Door Mat

Jun 14-23 Spring Air mattresses

E Vancouver

Jun 7-16 Safes

Woodinville

Jun 14-23 Modesty swimwear

Dates and events are subject to change. Special Events for other regions may be found on Costco.com; type "special events" into the search box.

warehouse hours

Monday-Friday 10am-8:30pm

Saturday 9:30am-6pm

Sunday 10am-6pm

Costco.com open 24 hours a day, 7 days a week

Additional Services

Costco Auto Program

1-800-800-9288;

www.costcoauto.com

Fife and Lynnwood, WA, Business Centers, Print and Copy Centers. Delivery to businesses, more business products. Open to all Costco members.

1-800-788-9968

specialty services

at your local warehouse or business center

ALASKA

Anchorage

Anchorage II

Juneau

IDAHO

Boise

Coeur d'Alene

Nampa

Pocatello

Twin Falls

MONTANA

Billings

Bozeman

Helena

Kalispell

Missoula

OREGON

Albany

Aloha

Bend

Clackamas

Eugene

Hillsboro

Medford

Portland

Roseburg

Salem

Tigard

Warrenton

Wilsonville

UTAH (NORTHWEST REGION)

Lehi

Murray

Ogden

Orem

St. George

Salt Lake City

Sandy

Spanish Fork

West Bountiful

West Valley

WASHINGTON

Aurora Village

Bellingham

Burlington

Clarkston

Covington

East Wenatchee

Everett

Federal Way

Fife Business Center

Gig Harbor

Issaquah

Kennewick

Kirkland

Lacey

Lynnwood Business Ctr.

Marysville

Puyallup

Seattle

Sequim

Silverdale

Spokane

N Spokane

Tacoma

Tukwila

Tumwater

Union Gap

Vancouver

E Vancouver

Woodinville

Services at all locations (except Fife and Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy, Special Order Kiosk and Tire Service Center

Costco Travel.* 1-877-849-2730

Costco Services. A suite of discount business and consumer services.* 1-800-220-6000

*Also available at Costco.com

COSTCO SERVICES

Update

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.

GREAT DEAL

Volvo quality, Costco value

IF YOU MISSED the news in the May *Costco Connection*, Costco and Volvo have put together a special offer for Costco members on all new 2013 and 2014 Volvo models. Costco members who purchase a new Volvo by July 31, 2013, will be eligible to receive:

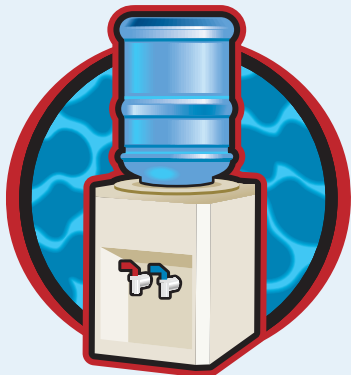
- Volvo employee pricing
 - All publicly available manufacturer incentives
 - A \$500 Costco Cash card
- On 2013 models, members will receive

an additional \$750 off Volvo employee pricing. 2014 models will become available on July 8.

Registration with the Costco Auto Program is necessary to ensure your purchase is eligible for this special promotion. Offer limited to purchases through participating Volvo dealers. Completion of a survey is required to receive the \$500 Costco Cash card.

Call 1-800-479-5746 or visit Costco.com and search "VOLVO2."

LIVE HEALTHY



Summer thirst

AFTER AN EXUBERANT day of outdoor summer fun, nothing quenches thirst like a cool drink of water. If you prefer the taste of bottled water, but don't want to amass a flotilla of little plastic bottles, think about getting bottled water delivered to your home or office. Costco members receive special pricing and benefits. Go to Costco.com and search "water13" or call 1-888-432-4823 for more details.

Cover your health

WHAT DO SMALL-BUSINESS owners and unemployed people have in common? A desire to obtain affordable health insurance. If you live in Arizona, California, Connecticut, Florida, Georgia, Illinois, Michigan, Nevada, Pennsylvania, Texas or Virginia, Costco might have the solution you need with its Personal Health Insurance Service, underwritten by Aetna Life Insurance Company.

In the spring of 2012, Dennis Gomez, a Costco member in Flagstaff, Arizona, found himself out of work after his employer restructured. "Having a young family, I needed basic health and dental coverage," he says. Gomez was eligible for health insurance continuation under the Consolidated Omnibus Budget Reconciliation Act (COBRA), but the cost was high. "I felt very fortunate to come across the health benefits available at Costco," he says. "The benefits cost about 33 percent of the cost of COBRA, and they provided a basic health safety net for my family."

To learn more about the plans, visit Costco.com and search "My Health Quote" or call 1-888-242-0989.

PROTECT YOURSELF

Summer protection for home and auto

IT'S SUMMERTIME! DAYS at the beach, the club, picnics, road trips, vacations! And unless you're hiring a house sitter, your poor home will be devoid of living beings—except for that stranger breaking in and walking away with everything that's not nailed down. According to the FBI, July and August log the highest number of break-ins, often due to people being away from their homes for longer periods of time.

If your home doesn't give you enough to worry about, consider this: U.S. Department of Transportation records show that auto accidents are higher in the summer, when more cars are on the road, than any other time of year, with August being the most dangerous month of the year to be driving in the U.S.

What can you do about these problems?

On the home front. Install a home alarm system. A home burglary occurs every 13 seconds, according to the FBI. Many insurance companies offer discounts for homeowners with a home security system.

On the road. With more cars on the road, there are more chances someone else will do something hazardous that could affect you. Be alert. Make sure your car is well maintained. Use GPS to plan your route so you have enough notice to avoid making sudden moves.

Even if you take every precaution possible, bad things still happen to good people, so be sure to have adequate auto and home insurance. Ameriprise Auto & Home Insurance provides an exclusive discount to Costco members. Those members insuring both auto and home are saving even more, with additional discounts for safe driving and home safety features. Executive members are eligible to receive further benefits, such as lifetime renewability, roadside assistance, reimbursement for home glass repair and home lockout assistance.

For more information, visit Costco.com and search "Protect." Costco members can also find GPS systems, cameras and security systems in the warehouse and on Costco.com.



Tablet or smartphone?

Scan or click here to see a complete list of Costco's services. (See page 5 for scanning details.)

Don't forget to use your Reward on your next trip to Costco.

Dad does good



Kevin Renner shares a moment with his daughters, Katherine (left) and Julia, the inspirations behind his book.

TORI AVA PHOTOGRAPHY

MOST FATHER'S DAY concerns are about what to get Dad. Costco member Kevin Renner had a different concern. When his two daughters were in the fourth and eighth grades, he realized that among the hundreds of things men learn growing up, how to nurture a daughter into womanhood wasn't one of them. "We're flying blind," he says.

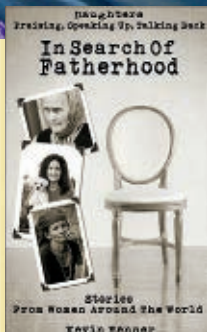
So Renner, a self-employed marketing strategist from Portland, Oregon, decided to find out. He interviewed 50 women, with the intent of uncovering how a daughter's life was affected by a dad.

Nearly all the women—from all walks of life—were complete strangers he met through existing contacts and field research.

The result is his self-published book *In Search of Fatherhood: Stories from Women Around the World*, a collection of painful, humorous and inspiring accounts.

The personal accounts range from a state supreme court justice, an honorary U.S. foreign consul and an Olympic athlete to a prostitute, a homeless woman and a former stripper who married five times and survived three suicide attempts.

When Renner, 56, began the project, the question swirling through his mind



was what he still could teach his daughters. He discovered a simple truth. "If more men would listen to stories within the hearts and souls of women, and really hear them, there would be a lot fewer women dropped on the doorstep of young adulthood neglected, discarded

and damaged by the men who are supposed to guide them there. To fail a daughter today is to fail a woman tomorrow and for the rest of her life."

Learning from women how their relationships with their fathers affected them has changed Renner. "I'm not only more sensitive and aware," he says. "But, through public readings and workshops, I am also committed to improving how ordinary fathers like me do the extraordinary work of raising daughters into womanhood."

Renner has also earned the ultimate stamp of approval from what every parent might consider the toughest audience. His two teenage daughters, now 13 and 17, are so proud of his accomplishment they actually talk about him with their teachers and friends.

—Lisa Alcalay Klug

Frame job

IT STARTED WITH a sixth-grade project. Brenna Cecil was inspired to find unusual ways to represent the alphabet, from a lightpost in the shape of an "R" to an "F" in the branches of a tree to an "E" in the clouds.

This led to Imagiframes.com, a mother-daughter enterprise that lets customers choose from 3,000 letter images to create a name, a one-word sentiment or note cards, such as "Act Old Later."

"People kept offering to pay us to make the framed letters for weddings, anniversaries, baby showers and birthdays," says Brenna's mother, Linda, a longtime Costco member in Albuquerque, New Mexico.

In 2009, they had their first online order, and to date they've filled more than 20,000 orders, at an average price of \$130 for a 36 x 12-inch frame. Popular requests include "Peace," "Dream" and "Family."



Linda, 55, a former technical editor, spends 30 hours a week on photography and assembly, while Brenna, 17, commandeers the social media aspect of the business. And they are learning from each other. Linda can now navigate social media, and Brenna plans to take more pictures.

"It's great for a young person to learn about how a business runs," said Linda. "As small as it is, Brenna has had to learn accounting, marketing and office work."

Imagiframes are not sold at Costco.

—Shana McNally



Tablet or smartphone? Scan or click here to see how Imagiframes.com works. (See page 5 for scanning details.)



Brenna (left) and Linda Cecil

KIM JEW PHOTOGRAPHY

We want to hear from you!

If you have a note, photo or story to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to The Member Connection, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

It's Time to Stir Things Up!

Kirkland Signature OPTIFIBER



Kirkland Signature Optifiber is made with all natural ingredients for cleansing digestive support.* Optifiber dissolves completely in water, and is non-thickening and grit-free, making it a convenient way to help get the fiber you need in your diet every day.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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Visit Costco.com and search: MORTGAGE.

▶ Scan or click this ad for more information (see page 5).

General Program Disclosures: Costco Mortgage Program is provided and operated by First Choice Loan Services, Inc. (NMLS# 210764), located at 500 Campus Drive, Suite 102, Morganville, NJ 07751, a wholly owned subsidiary of First Choice Bank (NMLS ID# 177877), a New Jersey state chartered bank; First Choice Bank is registered or exempt from state licensing in the states it originates mortgage loans. You must be a Costco member to participate in the Costco Mortgage Program. First Choice Loan Services, Inc. is not an agency of the federal government or the HUD/FHA. First Choice Loan Services, Inc. has no affiliation with First Choice Bank, chartered and located in California.

* Estimated savings are calculated over a 7-year period and are based on a comparison of lender fees, rates and points expressed as an Annual Percentage Rate (APR) of 4.125% for a \$250,000 30-year fixed rate loan with a LTV-80, comparing loans obtained by Costco members through First Choice Lenders from Dec. 1, 2010, to Sept. 30, 2012, to the APR average of national mortgage lenders in a comparative study conducted by Informa Research Services, Inc. Individual savings may vary based on credit score, LTV, location and loan amount.

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Costco Services: Mortgage – Purchase & Refinancing